

FUTURE OF GIVING 2020



Intelligence by

sparks & honey

In collaboration with



Morgridge

FAMILY FOUNDATION

This report is a collaboration with MFF. The cultural shifts (and findings) identified in this report are the result of an analysis of signals at the edges of culture, including thousands of articles, search terms, research papers, social listening and quantitative studies, conducted by sparks & honey via its cultural intelligence system, Q™.

Culture Forecast / 2020

sparks & honey

sparks & honey is a technology-based cultural consultancy delivering innovative growth and transformation strategy for global organizations. With their first-of-its-kind, human and AI-powered intelligence platform, Q™, sparks & honey's comprehensive framework for understanding and predicting cultural change drives bold decision-making and business impact for today's leaders. A disruptive force to the traditional consulting model, sparks & honey identifies emerging cultural trends and industry shifts, helping organizations stay ahead of the curve in a disruption-prone world – the company is part of the Omnicom Precision Marketing Group.



Morgridge

FAMILY FOUNDATION

The Morgridge Family Foundation invests in leaders and organizations that are reimagining solutions to some of today's biggest challenges. MFF offers vision, community, and resources to support a network of partners achieving their profound impact. Learn more at thinkmff.org.

GIVING IS EVERYONE'S BUSINESS

In the year 2020, there has never been a better time to unravel the cultural landscape of giving. As we write this, the coronavirus pandemic is raging throughout the world, inequalities that have long been in the shadows are now in the limelight, our environment is burning, and economic chaos is causing uncertainty for people around the world. We need giving now more than ever. Giving is about preserving the resources of our collective future.

Last year, 181 business leaders around the world gathered to sign the “Statement on the Purpose of a Corporation” to redefine the purpose of a company: how it’s meant to function and who it is designed to benefit. Corporate social responsibility is no longer in a silo or something to mark off a list, but rather, it is now fundamental to an

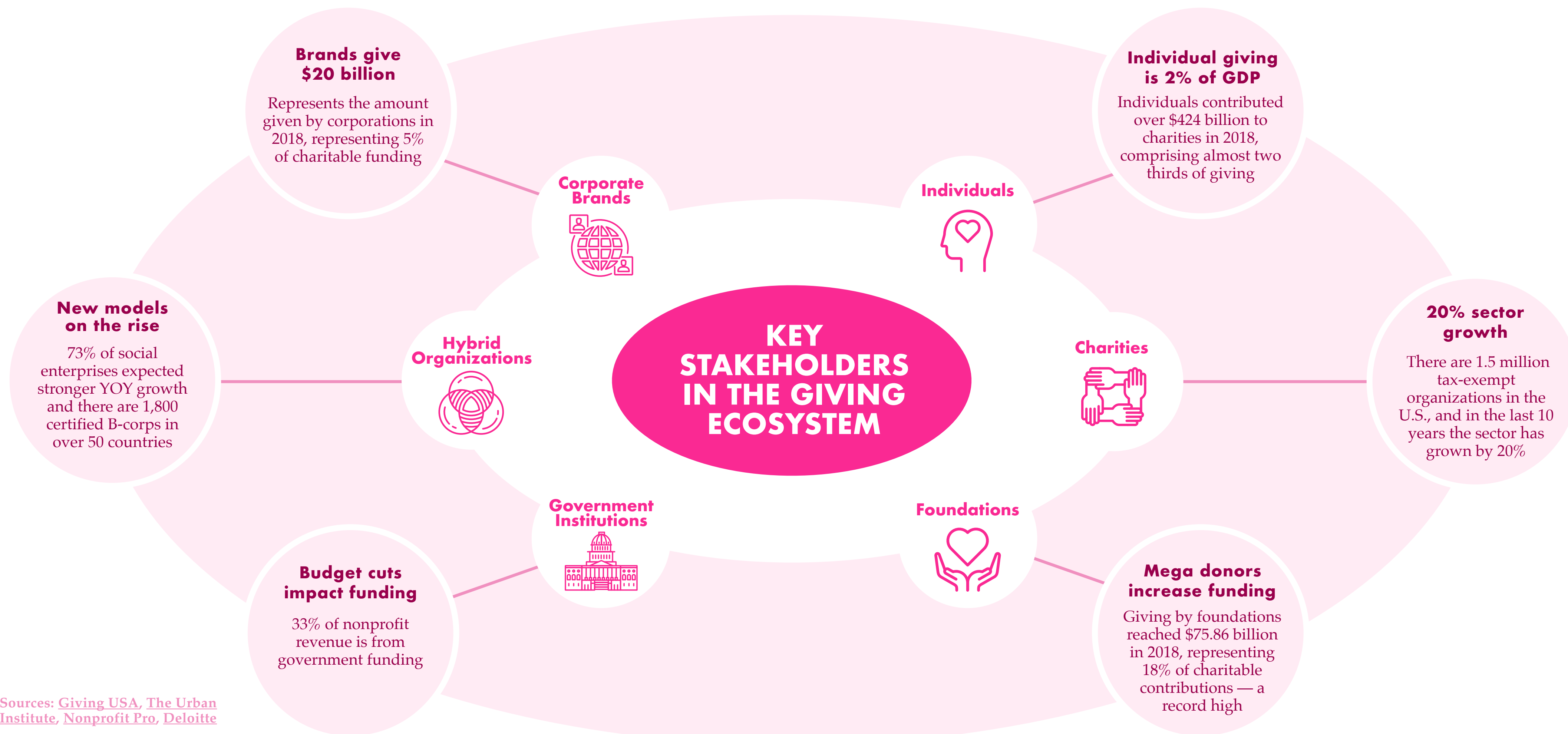
organization’s role in society. Giving points to imagining a world that treats stakeholders of all kinds — everyone, from communities to families, suppliers, and customers — as beneficiaries of shared growth.

In this report, we explore the seismic cultural changes that are shaping the future of giving, where technology, changes in human behaviors, and evolving consumer expectations collide with new business models and data sets, and strategies that reconsider how we work together to solve some of the biggest challenges out there.

Corporations, nonprofits, individuals, leaders and your neighbors all have a role to play. This very moment of crisis is daring us all to do it better.

Giving is about everyone and every organization

Giving taps into a vast and diverse group of stakeholders. This giving ecosystem spans private and public sectors, individuals and larger institutions. Each plays a role within the cultural changes that bring forth the future of giving.



Sources: [Giving USA](#), [The Urban Institute](#), [Nonprofit Pro](#), [Deloitte](#)

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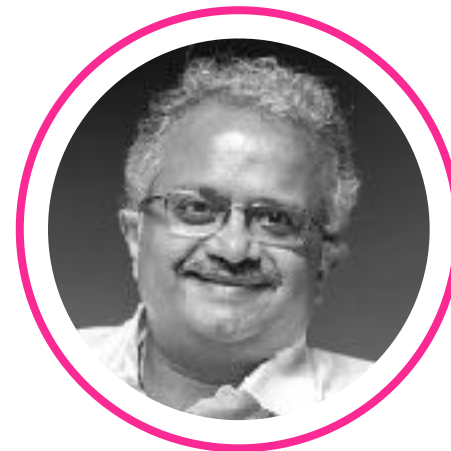
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CONTRIBUTING THOUGHT LEADERS

*Expert interviews conducted with contributing thought leaders,
including sparks & honey Advisory Board members*



Sanjay Purohit
Chief Curator, Societal Platform,
EkStep Foundation,
sparks & honey Advisory Board Member



Dr. Vivienne Ming
Theoretical Neuroscientist, Founder of Socos
Labs, sparks & honey Advisory Board
Member



Bing Chen
Digital Media Entrepreneur, Investor,
Cofounder of Gold House,
sparks & honey Advisory Board Member



Rachel Botsman
Trust Fellow at Oxford University's Saïd
Business School, Author of Who Can You Trust?



Alisa Miller
CEO & Cofounder of Pluralytics,
sparks & honey Advisory Board Member



Dr. Nathan Walworth
Cofounder of NEXUS Futures,
CoVALENCE, Experience Designer



Matthew Bishop
Journalist, Author, Cofounder of Giving
Tuesday, Philanthropy Expert

METHODOLOGY

sparks & honey and the Morgridge Family Foundation started this research journey with a question:

What are the cultural shifts impacting the future of giving, and what are the critical implications and opportunities for organizations and giving institutions — now and in the future?

To answer that question, we followed a unique methodology designed to decode culture by bringing together the best of big data and human expertise. Our starting point is our cultural intelligence system, Q™, which collects signals from over a million global data sources from over 140 countries in over 50 languages, 24/7. These signals fall into three categories:

1. What people consume (publications, video content, etc.).
2. What people say (social media, blogs, Reddit, Yelp, etc.).
3. The infrastructure of culture (academic discoveries, patents, startups and legal decisions). Q™ uses 5 layers of AI to source the most energetic global signals and categorize them according to our proprietary trend taxonomy, allowing us to quantify and predict how those trends are growing over time.

We analyzed patterns in our data sets connected to giving and identified the shifts shaping the giving landscape. These core shifts became the basis of interviews with thought leaders, including, sparks & honey Advisory Board members from the public and private sectors, who shared perspectives touching on the technology, science, communications and semantics, and other aspects of the giving landscape.

We organized our findings in five chapters: **Existential Risks to Humanity, Youth Rising, Diminishing Societal Trust, Brand as Benefactor** and **Precision Funding**. Each chapter covers three change areas that present important opportunities for leaders to shape the future of giving and with it, the future of organizations of all kinds.

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Giving and the preservation of humanity

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PRESERVING FUTURE RESOURCES

Humanity is undergoing a massive exercise in resilience due to existential risks that affect millions around the world. The collective experience of destructive forces — from the coronavirus pandemic to climate change and even AI — are a call to preserve our lives, livelihoods and the environments we live in. These cultural shifts also resonate in how and why we give, leaving nonprofits, giving organizations, companies and individuals alike to respond to the urgency and change

their priorities from individual needs to universal ones. From immediate risks, such as the global coronavirus pandemic, to longer-term ones of climate change and AI, where potential and risk live side by side, the future of giving is about preserving resources for our future. In the face of unprecedented hardship, giving not only becomes a heightened priority for every organization and individual — but also an expression of humanity.

\$2.5
TRILLION

Expected reduction in U.S. gross domestic product (GDP) due to Covid-19

Source: [Texas A&M AgriLife Study](#)



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CONTAGION CULTURE

The coronavirus pandemic is fundamentally changing everything from survival to social norms and our economy, leaving a lasting imprint on how and why we give.

Giving attention to universal needs - and not your own

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NOW

Individual actions empower community

People are becoming increasingly aware of the impact that individual actions have on others, which is changing perceptions of community and individuality.



ORGANIZATIONAL EFFECT

Band to meet collective needs

As the pandemic exposes flaws in the nation's healthcare, economic and social structures, organizations will need to coordinate efforts to address the needs of humanity.

FUTURE

Focus on global causes

A focus on addressing universal needs will elevate global causes that have long-term health implications for everyone.

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CONTAGIOUS GIVING

Pandemic changes how and why we give

The coronavirus pandemic has flipped the world on its head, disrupting the economy as well as social norms — both of which will leave a significant imprint on the organizations focused on giving and the people, companies and charities who give. Because of the economic burden of the pandemic, the motivations and drivers

behind giving will undergo massive change, which will require many organizations to completely restructure and scale back operations, despite unprecedented need. At the same time, organizations from nonprofits to public- and private-sector companies will have to adapt and elevate their giving programs.

667%

Increase in grant recommendations by donors to food banks and other food assistance programs, nationally, compared to 2019

Source: [Fidelity Charitable Report](#)



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Desperate needs, but hard times for organizations

SIGNALS



HABITAT FOR HUMANITY TO LAY OFF 10% OF ITS WORKFORCE

Habitat for Humanity International, the umbrella organization for Habitat programs that operate across the U.S. and in more than 70 countries, announced it would lay off 10 percent of its staff due to “operational impacts” of the coronavirus pandemic. The company’s programs served more than seven million people in 2019 alone.

Source: Housingwire, [Coronavirus Hits Habitat for Humanity Hard](#)



GIVING HAS SURGED IN THE PANDEMIC AS PEOPLE RESPOND TO NEEDS

Giving amid the coronavirus crisis has eclipsed donations made in the aftermath of 9/11 and the 2008 recession. As the virus took hold and people were quarantined and losing their jobs, those who were inclined to give, including occasional donors, made charitable contributions in record time. Donor-advised funds have given \$3.4 billion across the nation in 2020, a 28% jump from a year earlier.

Source: *The New York Times*, "[Philanthropy Rises in Pandemic as Donors Heed the Call for Help](#)"

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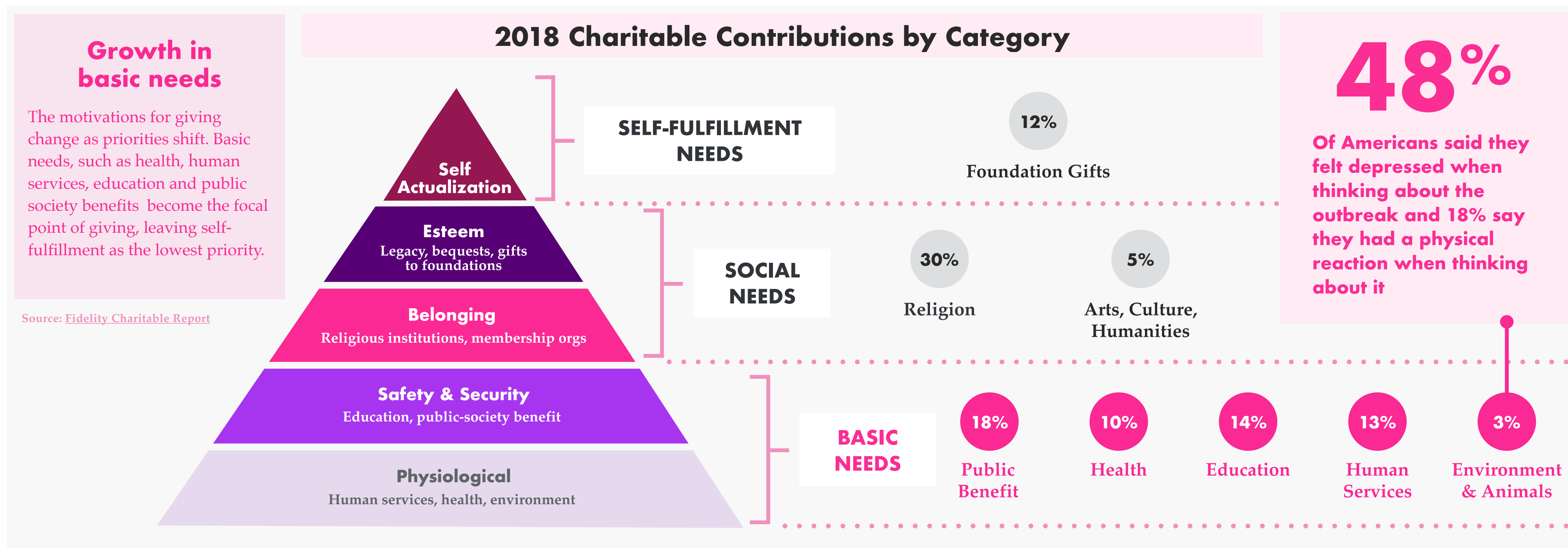
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CONTEMPLATING SURVIVAL CHANGES MOTIVATIONS

As people contemplate survival, the motivations for giving change with priorities. The pandemic is elevating basic needs, at a time when nearly [half of all Americans \(48%\)](#) report feeling psychological distress, and 18 percent say they have a physical reaction even when

thinking about the pandemic. The desire for basic services that address core needs, such as those that benefit public health or education, are becoming priorities in giving. At the same time, charitable giving that focuses on self-actualization is diminishing.



Giving plummets amid economic turmoil

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Ordinary individuals contribute to a vast portion of philanthropy in the U.S. Every year, 100 million people make charitable gifts, with the average household donating around \$3,000. Individual giving extends beyond dollars to equally valuable efforts in volunteering time and labor, which 77 million Americans do every year. The coronavirus pandemic is upending everything from the economy to individual lives, and this is a time when human needs are elevated. While these needs escalate, donations from charitable givers are also

drastically impacted by the pandemic. The most immediate outcome of the pandemic era is decreased giving among those who give the most: individual people. In 2018, [68 percent of charitable gifts](#) came from solo-givers. During times of intense economic stress such as the Great Recession, [giving declines by as much as 15%](#) over a two-year span. As 2020 leaves its mark, funding received from individuals is facing a sharp drop.

41%

Of nonprofits globally expect a drop of at least 21% in funding over the next year

Source: Philanthropy News Digest



Future loss from the biggest givers, individuals

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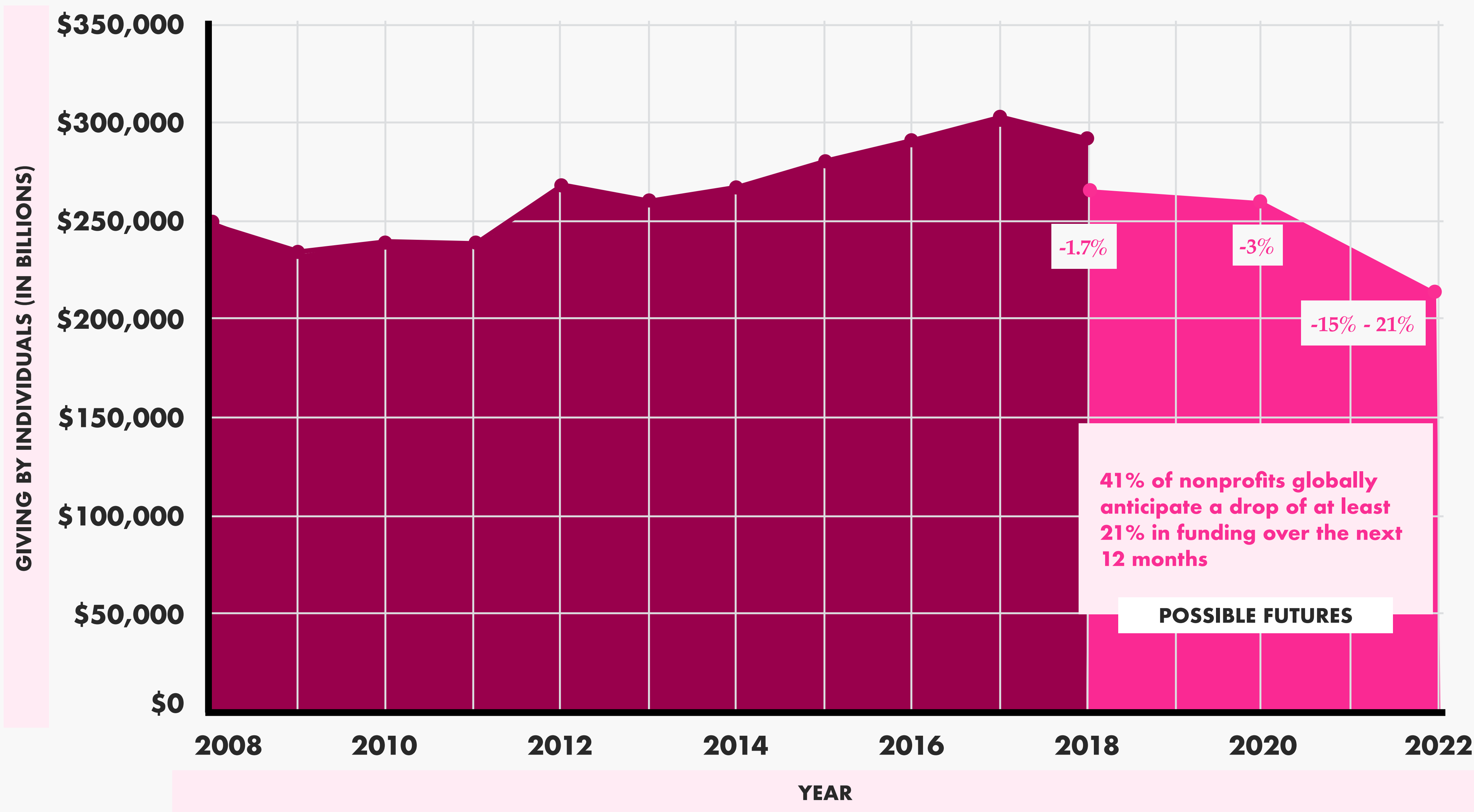
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Source: [Giving USA, 2019](#)

It's time to collaborate on giving, or miss out

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“Collaborative philanthropy as a field is emerging very rapidly, and the reason why is because our societies are even more stressed. While philanthropy was largely dominated by the idea ‘I want to do something that I feel deeply about,’ we’re seeing that we all need to come together, join hands, and change certain aspects of the society we’re living in, because things are not the same anymore.”

— Sanjay Purohit, Chief Curator, Societal Platform, EkStep Foundation,
sparks & honey Advisory Board Member

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RADICAL RESTRUCTURING REQUIRED

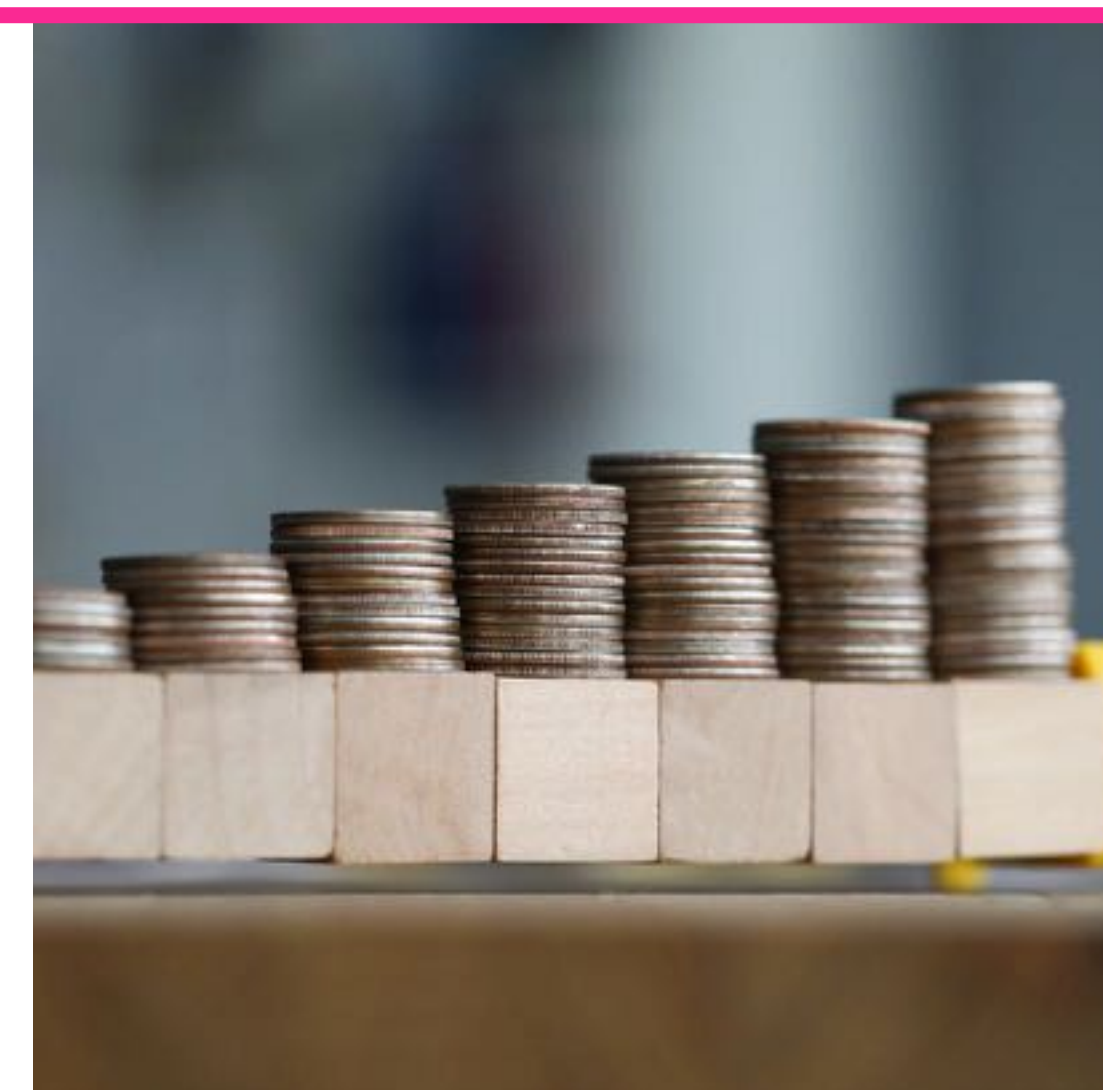
Economic hardship is leaving a mark on the operations of companies and giving organizations, many of which will be forced to restructure under financial constraints. Less than half of nonprofit organizations, for example, have one month of operating reserves,

while many will run out of cash altogether within six months. It's a shift that extends beyond economics and operations to impact the lives of one in five Americans, who rely on the human services provided by nonprofits.

LESS THAN
50%

Of nonprofits have one month of operating reserves and less than six months of cash to keep them running

Source: Oliver Wyman, [The Financial Health of the U.S. Nonprofit Sector](#)



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COLLABORATE FOR SURVIVAL

Understand that motivations for giving are moving toward collective survival, demanding more sophisticated coordination among public- and private sectors, and new roles to identify and evaluate partners.



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CLIMATE CHANGE

The shockwaves from the coronavirus pandemic highlight other catastrophic risks. A renewed focus on the environment is an opportunity to reframe giving for climate change under the notion of resiliency.

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Diverse groups to be united by resiliency

NOW

Fragmented beliefs

Climate change-related charitable efforts have been hindered by competing interests in the science community and politically polarizing views.



ORGANIZATIONAL EFFECT

New ways of communicating

Organizations will need to refine their communications to diminish politicized environmental issues and focus on shared funding interests.

FUTURE

United by resiliency

The collective experience brought on by the pandemic can unite diverse groups to mobilize behind environmental causes.

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FORCES OF RESILIENCY

Climate change may alienate environmental giving

The pandemic is bringing heightened awareness of collective risks to humanity in the longterm. Anxiety from the coronavirus creates constant reminders of our human vulnerability and that of our planet. Given current environmental trends, 163 million Americans, or one in two, will experience a decline in the quality of their environment, more heat and less water, over the next 30 years. Indeed, climate change is seen as a “major threat” to the wellbeing

of life in the U.S. by 60 percent of Americans, a rise of 27 percent from 2009. In a year that has seen record levels of melting glaciers and wildfires, the environment is showing its destructive forces. But the support received for environmental causes shows that this existential threat is underfunded. It may be time to talk about climate change differently.

93
MILLION

Americans face a “severe” decline in the quality of their environment (more heat, less water) over the next 30 years

Source: [New York Times, How climate migration will reshape America](#)



A new language for climate change

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A NEW LANGUAGE FOR CLIMATE CHANGE

Despite the climate crisis becoming more serious and more obvious, Americans remain resistant to decisive and comprehensive action. As such, leading climate scientists and meteorologists are banking on a new strategy for talking about climate change: Take the politics out of it.

Source: Brookings Institute, "[The challenging politics of climate change](#)"



BRANDS AS ENVIRONMENTAL ACTIVISTS

Patagonia has used \$10 million in tax cuts to fund environmental causes. "Instead of putting the money back into our business, we're responding by putting \$10 million back into the planet. Our home planet needs it more than we do," said Patagonia CEO Rose Marcario.

Source: Treehugger, "[Patagonia Gave \\$10M From 'Irresponsible Tax Cut' to Eco Causes](#)"

Take the politics out of climate change



“One of the things I’ve been talking about with a lot of my colleagues is actually moving from the narrative of climate – because there’s just so much stigma and just baggage around that – and into a narrative of resilience. Resiliency is very understandable and depoliticized. And so in terms of the future of giving, as investment dollars come back, what everyone will have on their mind is the concept of resiliency.”

— Dr. Nathan Walworth, Cofounder of NEXUS Futures, CoVALENCE, experience designer

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The biggest threat to humanity is grossly underfunded

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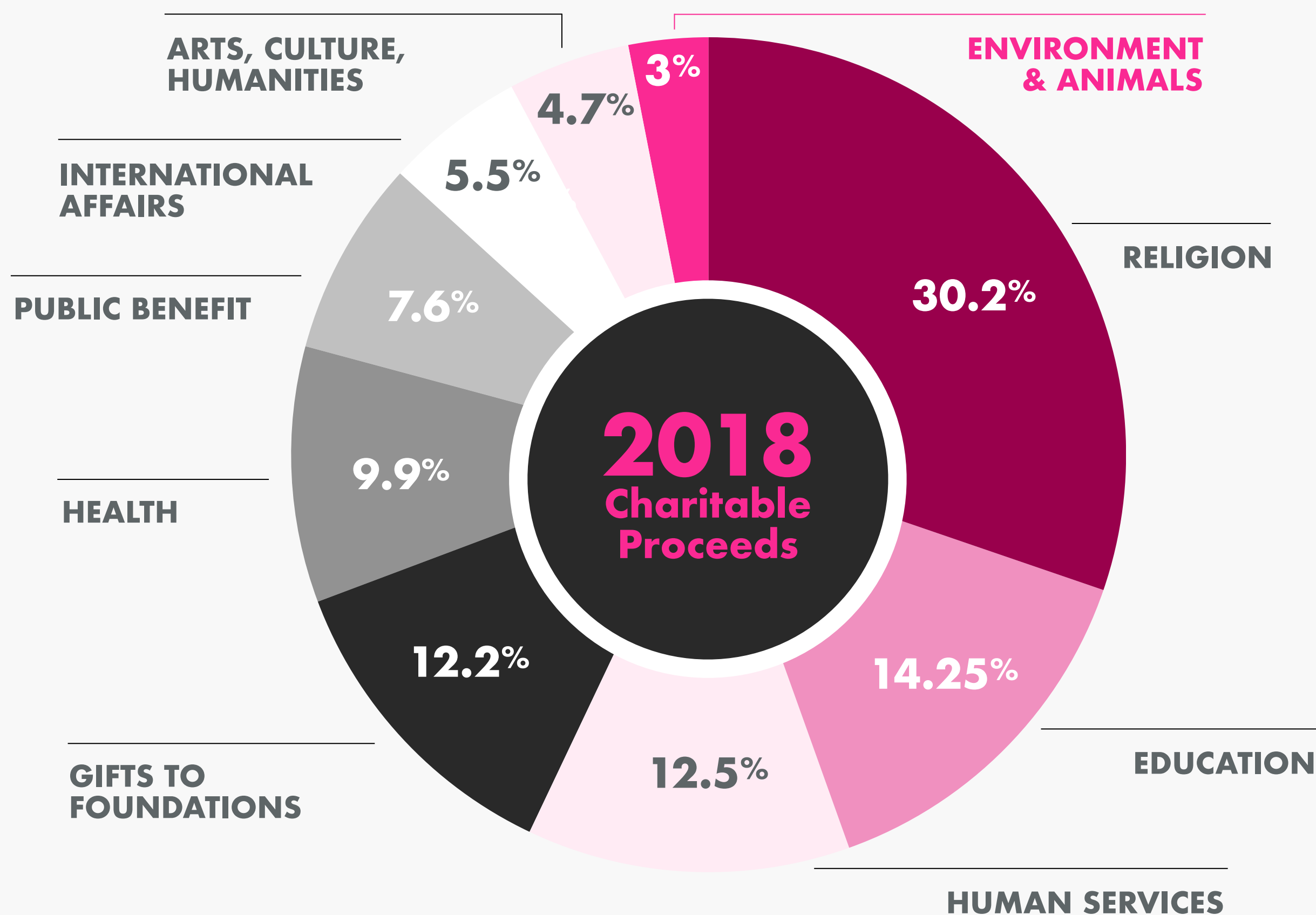
While the Arctic melts in its hottest summer on record, the alarm bells are not reverberating when it comes to giving. There is a tension between the long-term risks to humanity of climate and the charitable giving associated with environmental causes, which has been low, albeit growing. Out of all 2018 charitable proceeds, the [Environment and Animals](#) received the lowest amount of funding, at just three percent. By comparison, Religion received the most charitable funding at over 30 percent, while Education came in second, at just over 14 percent. While comparatively low, charitable funding for social and environmental causes has continued to grow, [a trend](#) that investors say isn't just a fad.

3.08%

Amount given in charitable contributions to the Environment & Animals in 2018

Source: [Chronicle of Philanthropy](#)

Environment & Animals Receive Lowest Donations



Source: [Giving USA, 2019](#)

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The rise of social impact investing



“There’s a huge focus on sustainability and social impact. This next wave of social impact investors are saying: ‘I want you to sustain, but I also want you to deliver impact to both society and my returns’ — which has led to the establishment of B-corps.”

— Alisa Miller, CEO & Cofounder of Pluralytics, sparks & honey Advisory Board Member

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RESILIENCY BY DESIGN

The way we talk about climate change can engage or alienate giving. Supporting the development of resiliency measures unites everyone by focusing on imminent changes and adaptation.



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AI RISKS AND POTENTIAL

AI is under the spotlight both for its immeasurable potential to expand innovation, but also for its capacity to expand inequities. Marginalized communities will be disproportionately affected by the adoption of AI, an imbalance that calls out for giving.

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The future of AI is a civil rights issue

NOW

AI focused on business

The great AI debate is primarily focused on business leaders and those charged with our technological futures, even as they face government officials. Notably absent is the voice of the people such advancements affect: everyone else.



ORGANIZATIONAL EFFECT

Understanding AI is mission-critical

As supporters of the communities that will be most adversely affected by AI, organizations will be confronted with AI as an ethical challenge and one that requires understanding.

FUTURE

AI is a civil rights issue

With technology that accelerates faster than humans can keep up, the inequalities highlighted by AI will become ever more apparent. This will require not just business and governance leadership, but also the voice of civilians and the organizations representing them.

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GIVING TO ADDRESS INEQUALITY

The coronavirus has accelerated the use of AI, with technology stepping in for human interaction and efficiencies. Decision makers and business leaders are turning to AI for advancements, [40 percent](#) of whom say they are currently implementing an AI project, or plan to do so in the short term. But the growing presence of AI is leaving its mark on minority communities and women, who are most at risk of being displaced by the effects of automation. Women are at the

forefront of the AI debate, making up 57 percent of the workforce expected to be displaced by automation, according to the [World Economic Forum](#). The [Institute of Women's Policy Research](#) estimates that employment around office work, food services and production, which are heavily dominated by women, will be hit the hardest by workforce changes brought on by AI.



29%

Of women work in occupations at high risk of automation (admin, food services, production), compared to 19% of men

Source: Institute of Women's Policy Research, ["Why the analysis of technological change needs a gender perspective"](#)



1 in 4

Hispanic workers could be displaced by AI by 2030

Source: Bloomberg, ["As AI takes over jobs"](#)

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Human potential will escalate



“Artificial intelligence is better positioned to do specialized tasks. So that’s why there’s automation taking all of our jobs. Because we were trained as a specialized task force. Whereas what automation can’t do yet is be ambiguous and creative. It’s really important to learn the arts, the humanities and empathy. All of these human things are going to be huge, because we can’t train computers quite yet to take that.”

— Dr. Nathan Walworth, Cofounder of NEXUS Futures, CoVALENCE, experience designer

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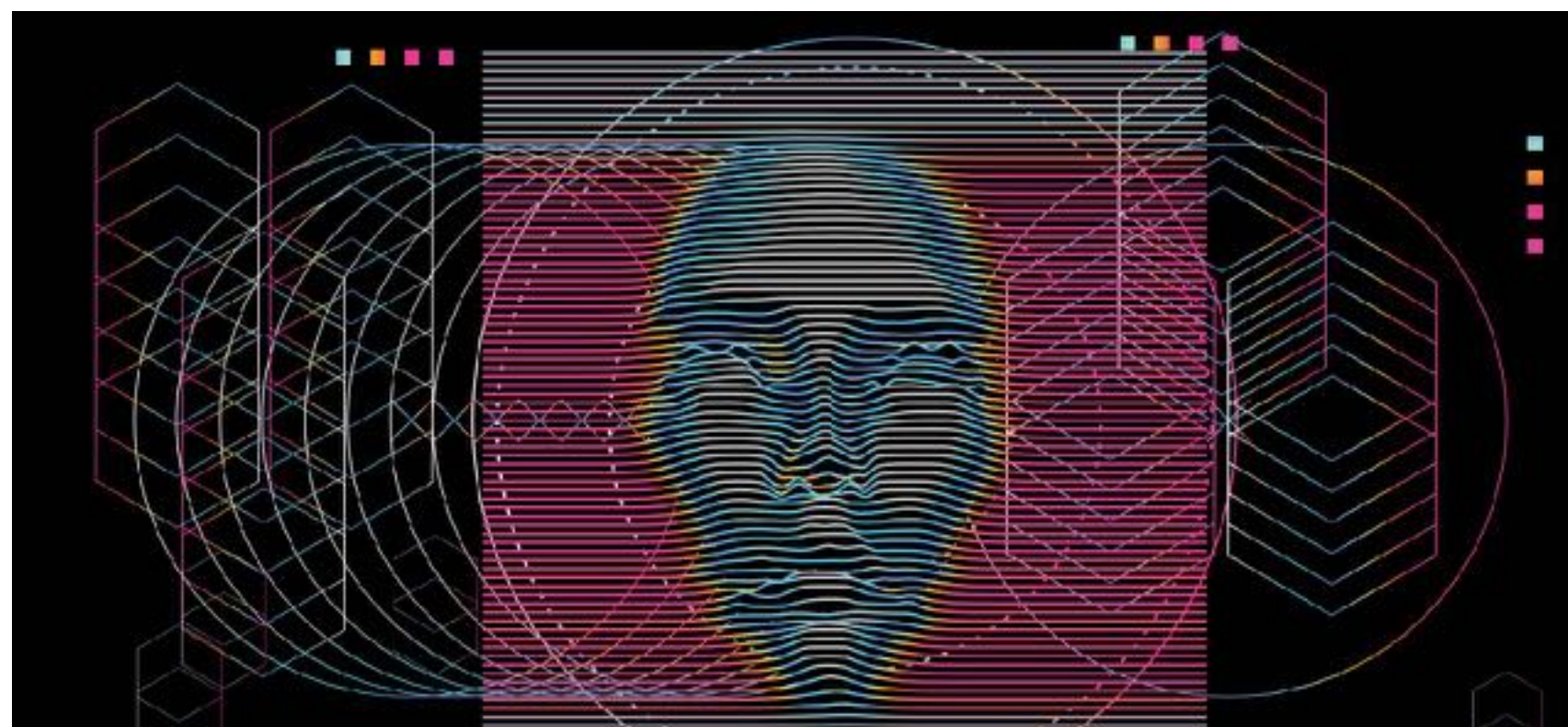
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Beware of bias in AI systems

SIGNALS



WOMEN, PEOPLE OF COLOR TARGETS OF AI BIAS

Racial and gender bias in AI systems will have far-reaching implications for women and people of color in many aspects of life, including police surveillance, healthcare and drug development, talent recruitment, loan processing, and more.

Source: WIRED, "[An AI World Needs Better to Reflect a World of Color](#)"



THE GREAT AI DEBATE HAS ENTERED MAINSTREAM CULTURE

AI and automation are going to disrupt our world and the job market, a prospect that former presidential candidate Andrew Yang ran his platform on.

Source: *The Hill*, "[AI and automation will disrupt our world](#)"

Solving problems the human way



“AI does not magically solve problems. If you do not know how to solve a problem, AI will not solve it for you. AI isn’t going to magically come along and solve racial bias, it isn’t going to somehow figure out how to address inequality. If we can’t figure it out, it’s not going to figure it out for us. What it can do is take an existing solution and completely change the economics.”

— Dr. Vivienne Ming, Theoretical Neuroscientist, Founder of Socos Labs, sparks & honey Advisory Board Member

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AI poses opportunities to advance human potential

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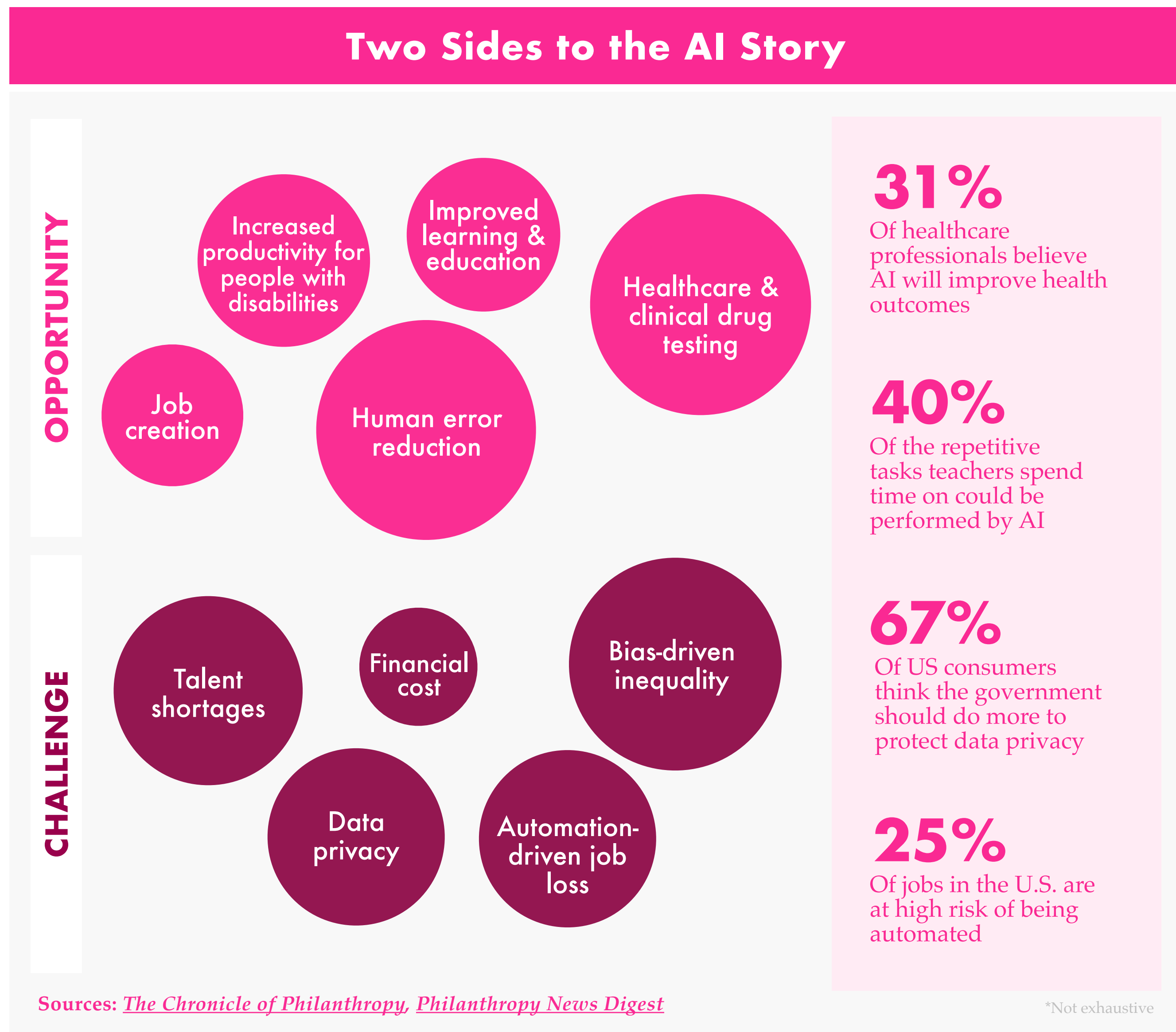
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AI poses risks, but also opportunities

While AI can exacerbate inequalities of disenfranchised communities, the “Great AI debate” also emphasizes the many ways AI can drive human potential, from advancing healthcare outcomes to new ways of learning and productivity. Whether in healthcare, education or automation, AI advancements also have the power to improve the lives of the underserved.



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AI GIVING = REPRESENTATION

Philanthropies and for-profit organizations can give humans a voice in policy and design decisions that protect human rights in a world that embraces AI without pause.



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Facing aging generations of donors, the future of nonprofits will be marked by the unique perspectives, values and economics of the youth. Giving, meet Gen Z.

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GEN Z, FUTURE GIVERS

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The aging of older donors is making way for a new generation of givers, but nonprofits will need to play by a new set of rules to accommodate future generations of givers in Gen Z and younger Millennials. Defined by their progressive views on a number of political and social issues, Gen Z is setting new standards for diversity and inclusion. Their worldview is one of inclusiveness: Gen Z have strong ties to their peers, whether online or IRL, the environment, and causes they identify with. Despite being labeled a

generation of “slacktavists,” Gen Z’s sense of identity is ingrained in social and political causes, from fervent environmentalism to gun control and Black Live Matter advocacy. Facing deep economic uncertainty, many are radically shifting the way they think about wealth, privilege and legacy. For Gen Z, “giving” is part of being a citizen of the world, but it’s not necessarily in old-school monetary terms.

45%

Of Gen Z and Millennials report feeling anxious about their debt at least once a month

Source: [Buzzfeed News](#)



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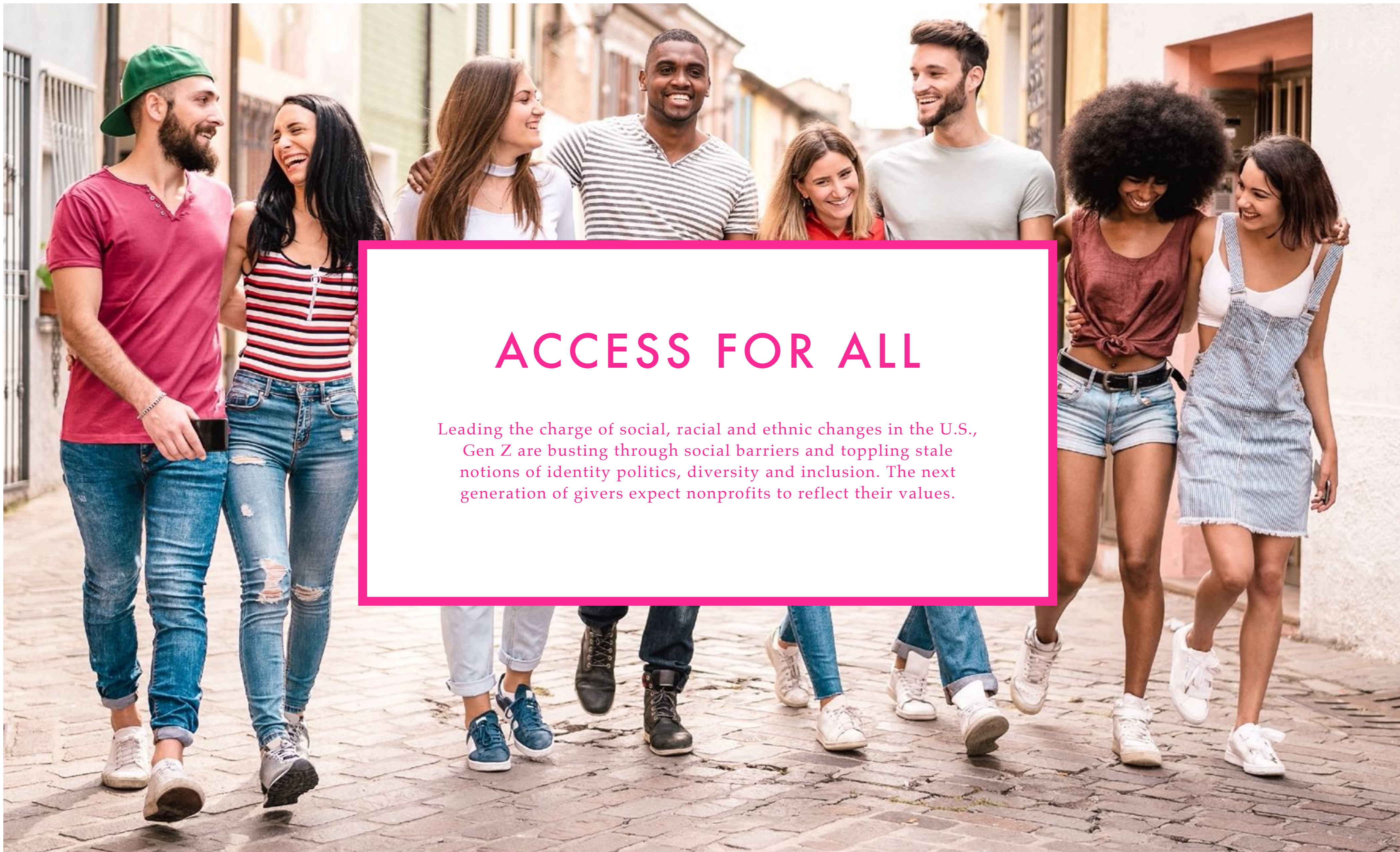
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ACCESS FOR ALL

Leading the charge of social, racial and ethnic changes in the U.S., Gen Z are busting through social barriers and toppling stale notions of identity politics, diversity and inclusion. The next generation of givers expect nonprofits to reflect their values.

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Gen Z demands more diverse representation in funding, research

NOW

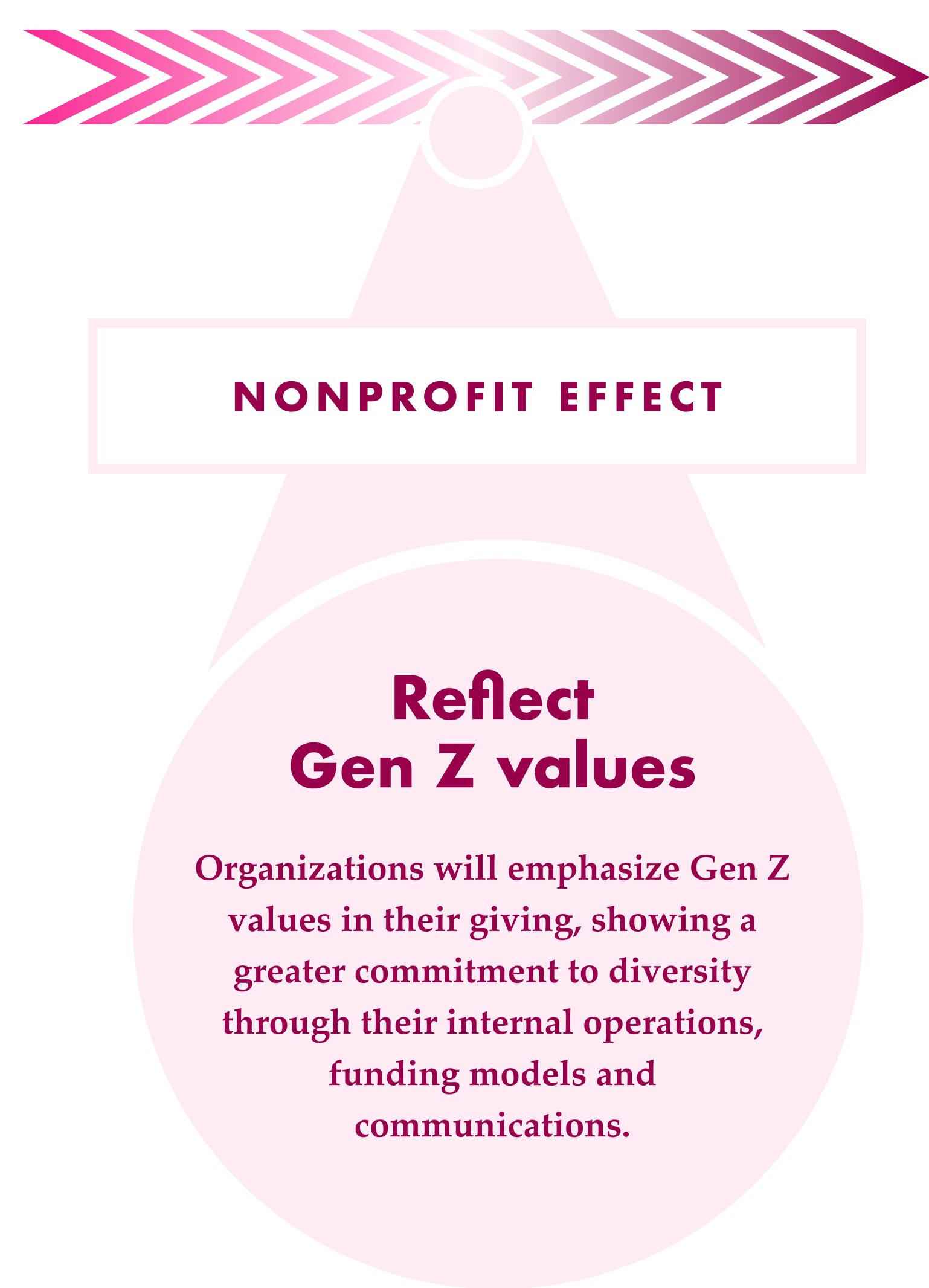
Values fueled by inclusivity

Gen Z's progressive ideology leans on inclusivity as a core value.

FUTURE

Gen Z expectations in giving

As they age and grow in influence, Gen Z's values will be reflected in prioritizing more diverse representation in research and in funding.



NONPROFIT EFFECT

Reflect Gen Z values

Organizations will emphasize Gen Z values in their giving, showing a greater commitment to diversity through their internal operations, funding models and communications.

RISE TO GEN Z'S EXPECTATIONS

Maturing into adulthood, Gen Z are less about labels and more about showing up in the world according to their values. The most diverse demographic in history, Gen Z view diversity as a pillar of [good for society](#). From showing up to protest racial inequities to battling gun control and climate change, Gen Z values are

unraveling the past and charging ahead. For Gen Z, there is no “other,” only “us.” Diversity is integral to who they are and core to their worldview. To meet Gen Z where they are, organizations will need to rise to Gen Z’s expectations when it comes to living and breathing their intended purpose.

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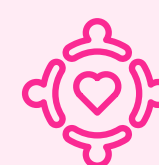
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49% Are from communities of color



36% Say their gender identity is fluid

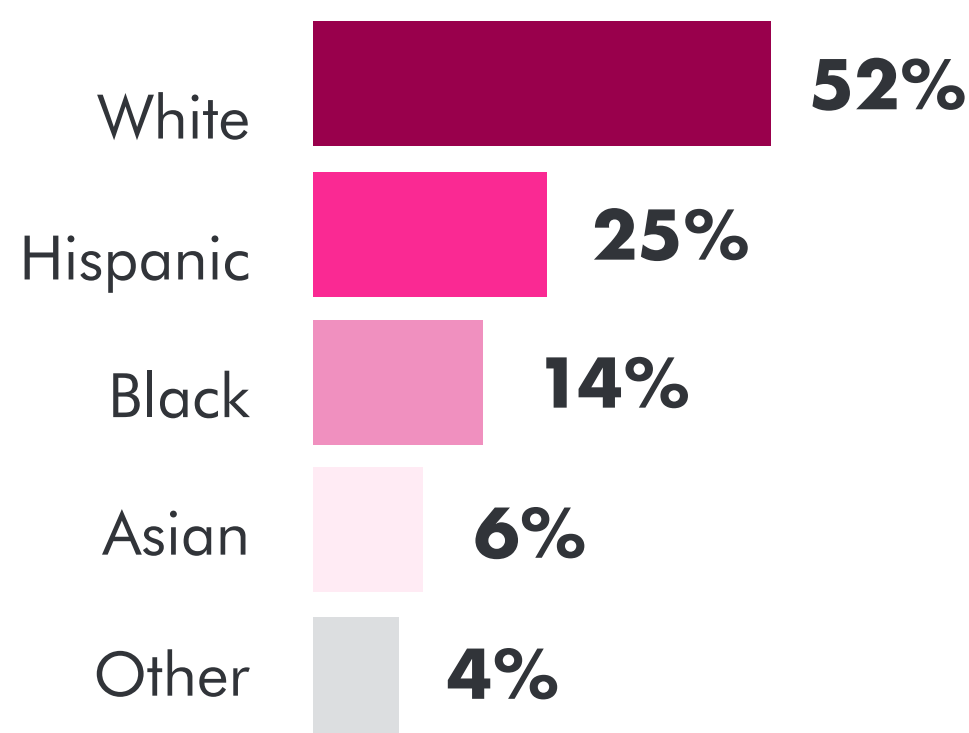


62% See diversity as good for society



50% Do not label themselves as liberal or conservative

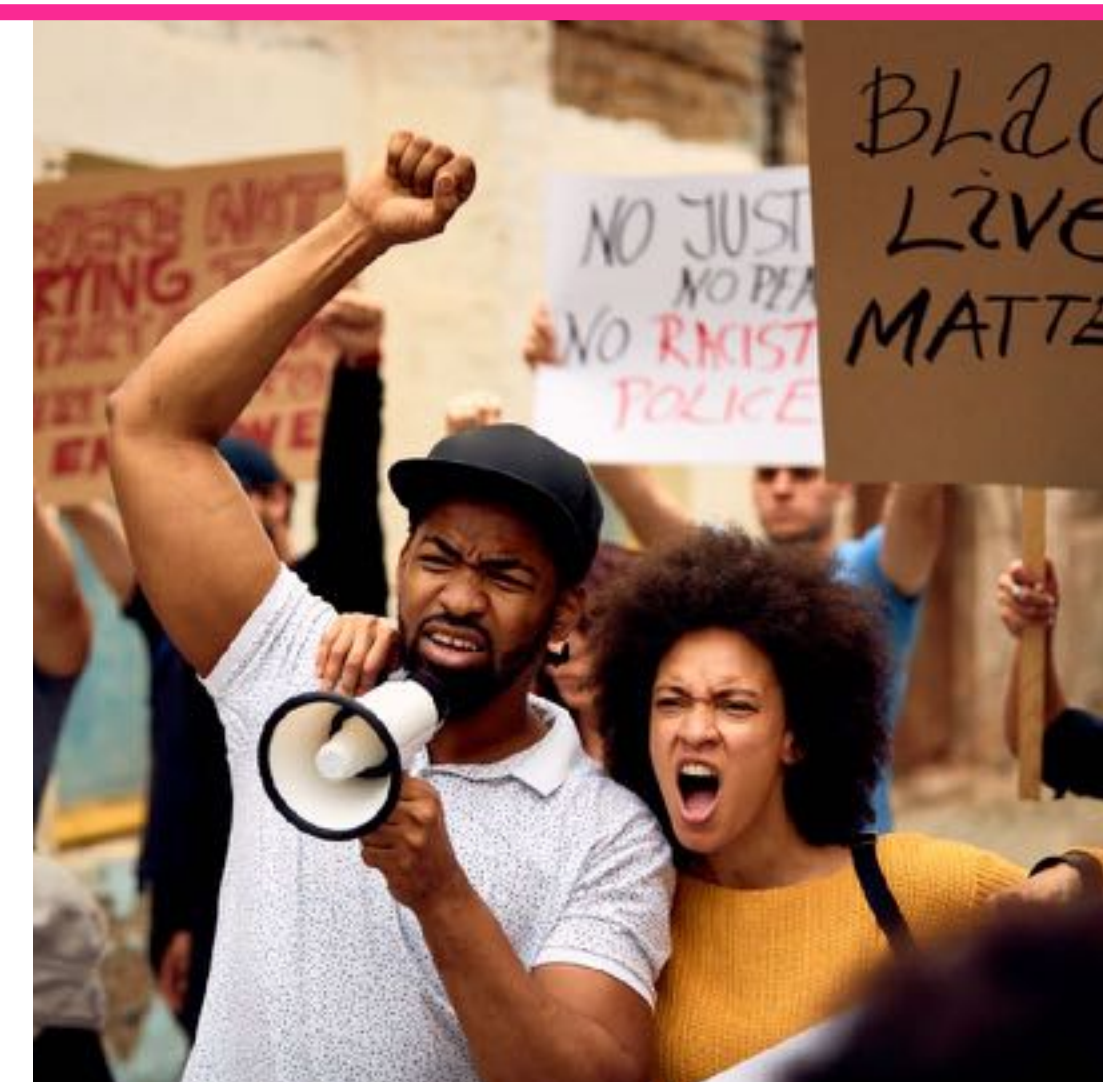
THE MOST DIVERSE GENERATION IN HISTORY



73%

Of Gen Z say being politically or socially engaged is very important to their identity

Source: [Irregular Labs](#)



Source: Irregular Labs, Business Insider, WeSpire

Gen Z will call you out



“There’s a dissatisfaction with organizations that don’t walk the talk. That is a perception, because there is an absence of really good data and evidence on performance. But a lot of organizations that exist already will not be chosen by Millennials or Gen Z.”

— Matthew Bishop, Journalist, Author, Cofounder of Giving Tuesday, Philanthropy Expert

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FALLING OUT OF TOUCH

Traditional giving institutions need to wake up

Gen Z has a deep-set notion of social consciousness, but it's one that is often at odds with current charitable organizations. Even though they are keen to implement social change, only 10 percent of Gen Z say

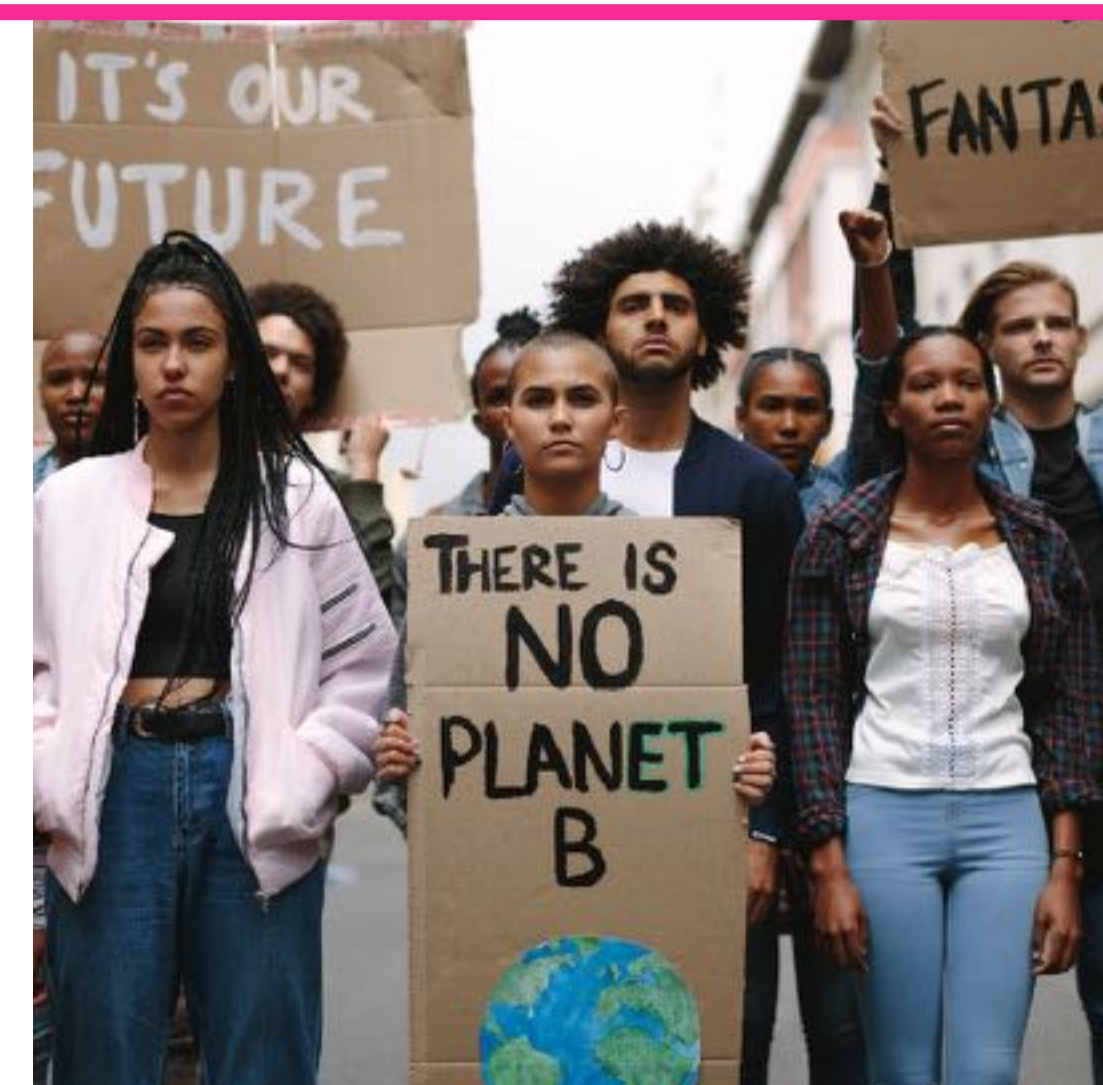
they would like to set up a charity in the future. This disconnect highlights the difference in how modern social enterprise is perceived by the youth against the fabric of traditional giving institutions.

ENVIRONMENTAL JUSTICE ACTIVISTS

70%

Of Gen Z and Millennials are actively fighting climate change

Source: Gallup, "[Younger Americans worried about climate change](#)"



Social enterprise > charity



“I have 100 students at the moment and I asked, how many of you would want to work for a charity? And maybe three would put their hands up. How many want to work for a social enterprise? Most of the class puts their hand up. How many of you want to go work for McKinsey? A few put their hands up. That’s why they’re at business school, which I think is fascinating.”

— Rachel Botsman, Trust Fellow at Oxford University’s Saïd Business School, Author of *Who Can You Trust?*

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GET READY FOR GEN Z

Gen Z and Millennials are setting new standards for diversity, inclusion and more. Is your organization's giving DNA ready for Gen Z?



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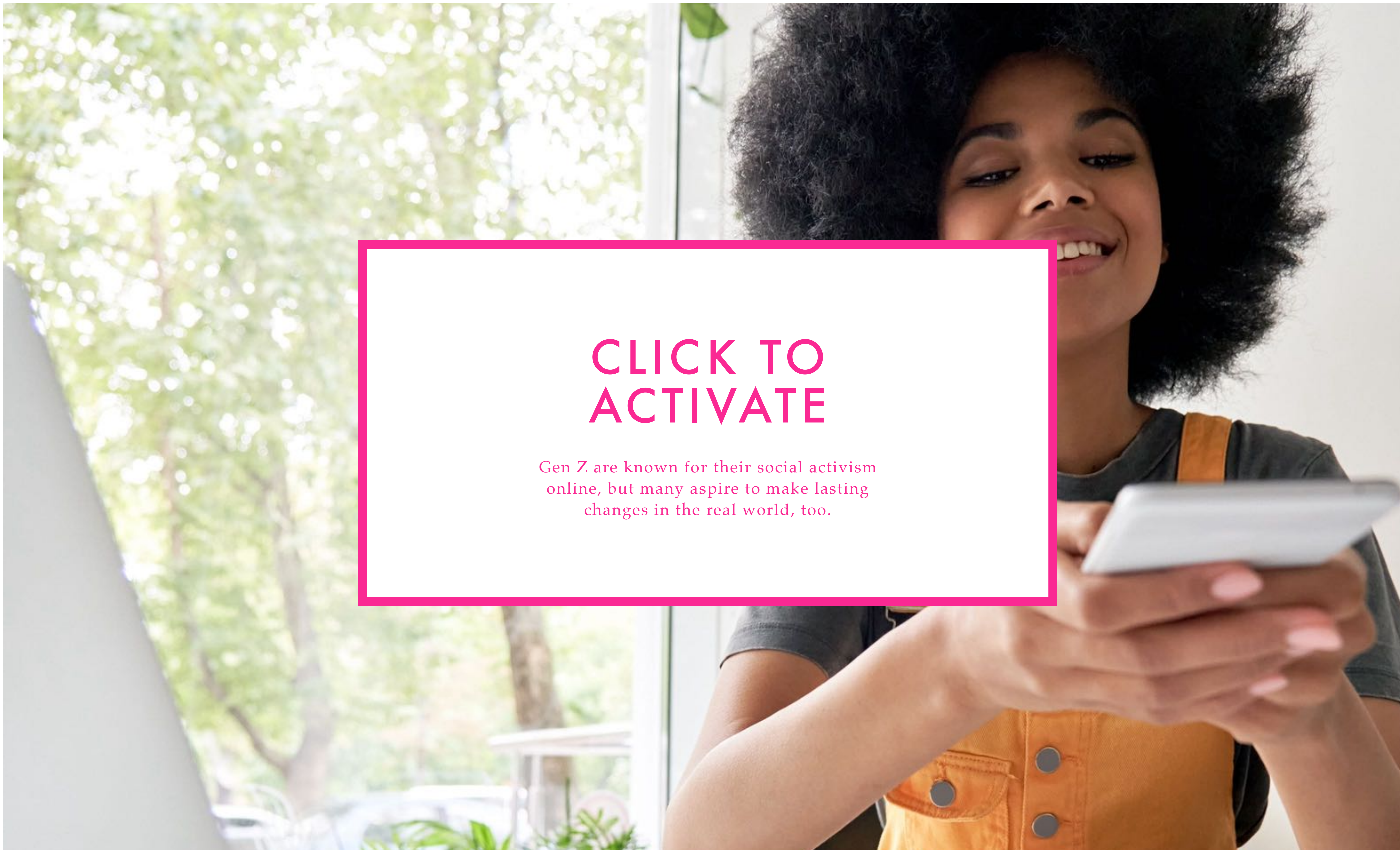
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CLICK TO ACTIVATE

Gen Z are known for their social activism online, but many aspire to make lasting changes in the real world, too.

Create virtual engagement as a lifeline for future givers

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NOW

The numbers talk

A focus on finances, short-term impact with giving dollars is creating a disconnect with younger audiences, who value experiences over the bottom line.



ORGANIZATIONAL EFFECT

Reskilling required

Organizations will need to acquire the skills and talent needed for digital engagement and experience design as more fundraising and community-building activities are moved to the digital world.

FUTURE

Virtual community building

The pandemic has made building community and engagement online an even more urgent lifeline for reaching Gen Z and youth audiences.

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GET DIGITAL

Gen Z online activism demands giving get digital-savvy, fast

Gen Z's sense of identity is entwined with social and political issues, even when they may get a hard time for all the hours they spend online. Seventy-three percent of Gen Z youth say being politically and socially active is part of their identity. Such deeply personal fervor for activism can stall online too.

Over half, or 55 percent, say not knowing who to contact or what groups to support stops them from taking further action. Activism may thrive online, but giving organizations often lack a presence there — and they're missing out on engaging with Gen Z because of it.

ACTIVISM STARTS ONLINE

63%

Of Gen Z primarily turn to social media channels for social, political issues

Source: [Irregular Labs](#)



Giving redesigned for a changed world

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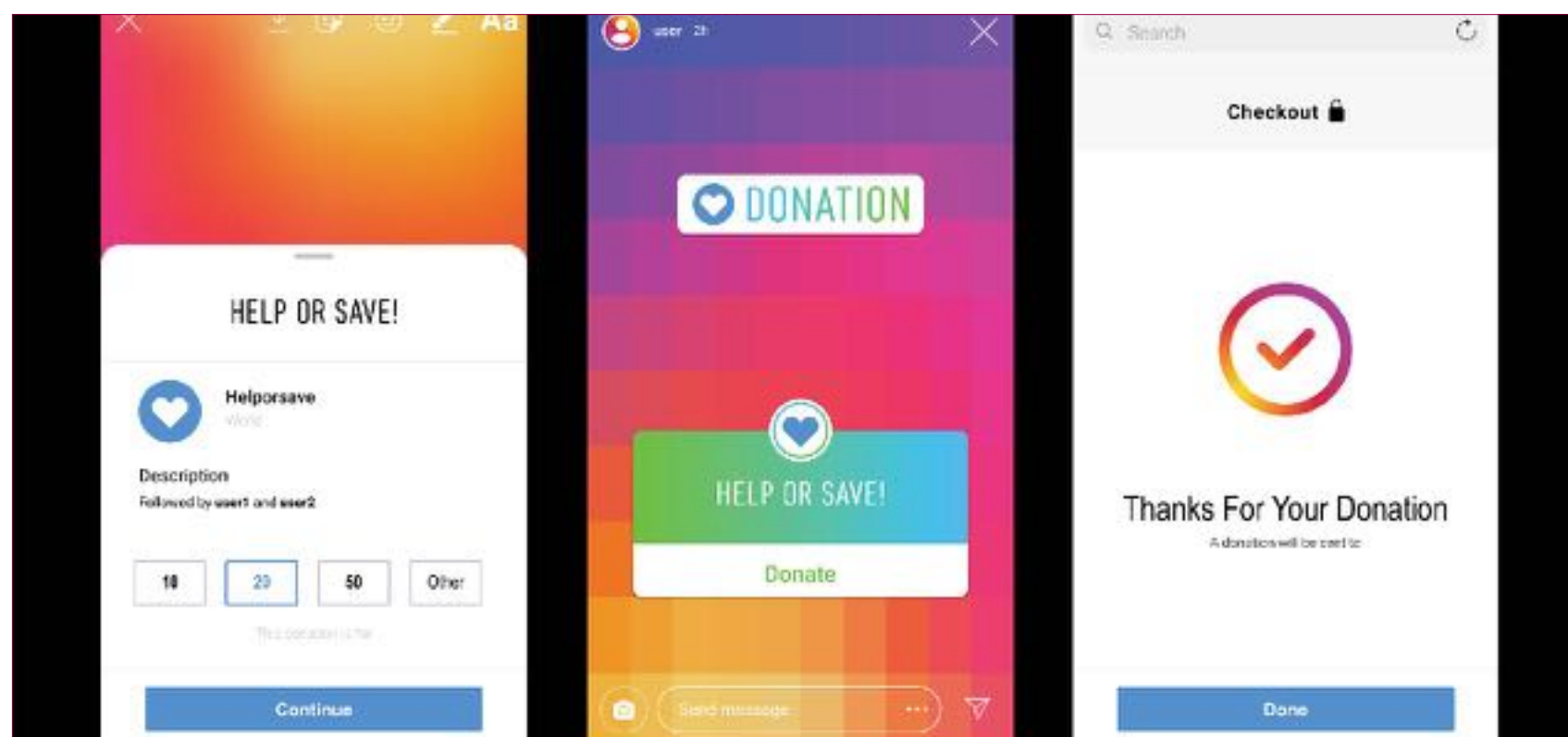
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INSTAGRAM REDESIGNS EASY GIVING

Instagram has a new design for how it handles giving. The easy-access solution is a donation sticker that works like an internal tap-to-donate button. The button lets users easily give to charities with one click, instead of going through multiple actions, which could hinder the impulse to give in the first place.

Source: Fast Company, "[Instagram Just Made It Much Easier For Influencers to Help Drive Charitable Giving](#)"



CORONAVIRUS FORCES NONPROFITS TO MOVE TO ONLINE CHARITIES

Peer-to-peer fundraisers, such as biking, walking, or running for a charity, collectively raise billions for nonprofits. The coronavirus pandemic has left nonprofits scrambling to transform formerly in-person events into virtual ones. The Pancreatic Cancer Action Network's 5K PurpleStride Walk, for example, leaned on its signature color, purple, to change its usual spring event into a virtual fundraising walk.

Source: Forbes, "[How Nonprofits Are Pivoting To Virtual Fundraising In The Face of Covid-19](#)"

Gen Z craves meaning with giving



“Charity doesn’t feel good most of the time. You make a donation and feel good for maybe 10 minutes and think, well, I didn’t really solve the problem. That’s why I think charity and philanthropy are struggling with younger generations, because they do want that deep sense of engagement and connection. They’re not settling for writing a yearly check. In a way, they’re holding themselves to higher standards.”

— Rachel Botsman, Trust Fellow at Oxford University’s Saïd Business School, Author of *Who Can You Trust?*

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EXPERIENCE DESIGN MATTERS

Born toggling devices, Gen Z are digital natives who will respond to experience design. To reach them, nonprofits will need to look to creative engagement strategies that help build both communities and fundraising efforts. The pandemic has only highlighted this

need, forcing many peer-to-peer fundraisers to refashion former in-person events into virtual programs. Giving organizations will need to address any skills gaps that stand in the way of being truly present online.

62%

Of Gen Z say brands should help connect them to resources that will help their social/political goals

Source: [Irregular Labs](#)



Empower your givers to feel like activists



“In terms of crowd-driven campaigns, community engagement, and full-on mobilized movement, it's key for charities to map out really where they are comfortable on that scale. Are we really talking about money and micro-donations, or are we talking about people feeling like they are ambassadors and activists and that they have every right to represent this charity? Our role as a charity now is completely ‘bottom up’ to empower them — it’s a huge spectrum of choice.”

— Dr. Nathan Walworth, Cofounder of NEXUS Futures, CoVALENCE, Experience Designer

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MOBILIZE VIRTUAL GIVING

Philanthropies must invest in reskilling talent to bring giving into the digital era, and for-profits must consider new ways to embed virtual giving into their core business.



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MORE THAN MONEY: GEN Z AND MILLENNIALS

Wealth inequality, a pandemic and economic uncertainty are realities for many. But wealth is taking on meaning beyond monetary terms, and changing perceptions of giving.

Youth values inspire new models of giving

NOW

Giving dollars

Emphasizing monetary giving can only alienate some future givers, who are values-based.



FUTURE

More meaning

The effects of giving will resonate beyond monetary terms, with value measured in terms of life experiences, time spent on purpose and playing a part in change.

ORGANIZATIONAL EFFECT

Emphasize new values

Organizations will need to consider that future givers face growing wealth inequalities, but also a more holistic view on life.

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FINDING NEW MEANING IN WEALTH

Values of wellbeing, purpose affect perceptions of giving

Younger generations, Gen Z and Millennials, are realizing that notions of wealth reach far beyond the traditional ideals of assets and net worth. Money is one thing, but there is also value in a holistic worldview. “At a basic level, holistic wealth emphasizes wealth in key aspects of life, including financial wealth, physical health, emotional and spiritual wealth; and wealth in our relationships with others, as well as in our contributions to humanity,” author Keisha Blair details

in her book, *Holistic Wealth*. It’s a reset that giving organizations are asked to wake up to, too. Connecting with the generations defined by activism and diversity means that companies will need to align with their values, and find ways to expand the concept of value to include mental wellbeing, projects with purpose, or aspirations of travel. At the same time, inequalities in monetary wealth are exacerbated by the pandemic and intergenerational wealth transfers.

57%

Of Millennials and Gen Z say traveling and seeing the world is their top aspiration

Source: ["Deloitte Global Millennial Survey 2019"](#)



Rising wealth inequality affects future giving

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YOUTH LOOK TO GRASSROOTS ORGANIZATIONS TO COMBAT WEALTH INEQUALITY

Higher concentrations of wealth from the pending wealth transfer will fuel economic inequality among Millennials, with the generation's share of national household wealth remaining below 20 percent. Millennials are looking to grassroots organizations like Resource Generation to help change the circumstances that lead to wealth inequality.

Source: *The Washington Post*, "[The Millennials Who Want to Get Rid of Their Class Privilege](#)"



WHY MILLENNIALS FEEL BROKE, EVEN ON SIX FIGURES

The term "Henrys" is an acronym for "high earner not rich yet," which was created to describe a growing swath of Millennials who earn six-figure paychecks, but due to high student loan debt and lifestyle costs, still live paycheck to paycheck. Unable to properly save and focus on wealth building, this population could impact future giving, especially given the economic uncertainty.

Source: Business Insider, "[Here's Why So Many Millennials Making 6-Figures Still Feel Broke](#)"

Wealth for some youth, but not for most



“What is going to happen is intergenerational wealth transfer. Those Boomers are going to be giving money to their children – and that is billions and trillions. But when we look at the younger generations, the wealth will not be evenly dispersed overall.”

— Alisa Miller, CEO & Cofounder of Pluralytics, sparks & honey Advisory Board Member

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INTERGENERATIONAL WEALTH TRANSFERS CREATE IMBALANCE

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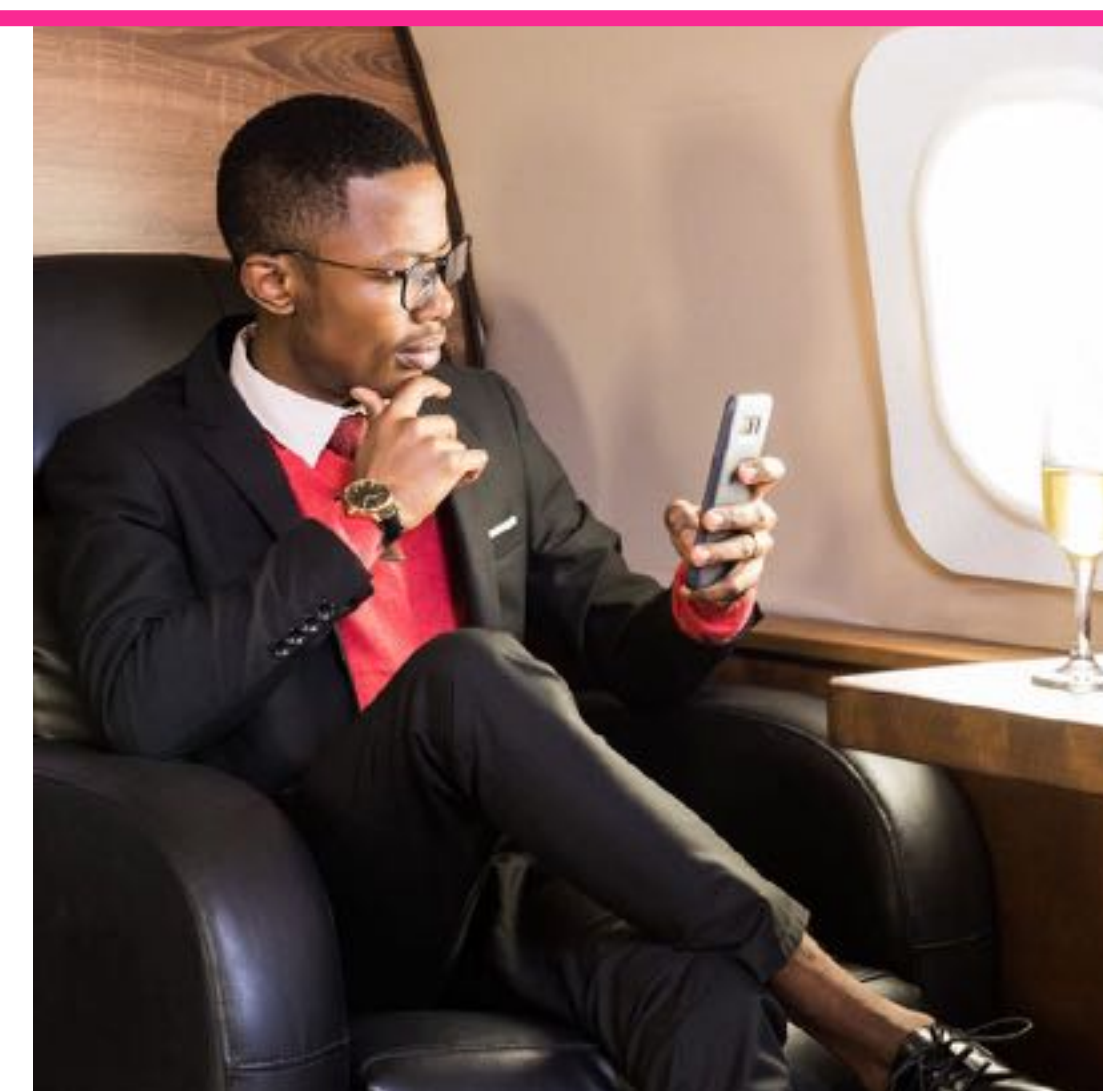
The wealth gap between those with money and those without is ever-widening. While Gen Z and Millennials are bearing the brunt of economic uncertainties, particularly in the midst of a pandemic that has seen the [U.S. GDP plummet by a record 33 percent](#) in the second quarter of 2020, a cohort of young people have a far rosier future. By 2030, Millennials are expected to inherit \$68 trillion from their

parents and older generations, in a financial gain that would increase their wealth five times over. Such a transfer of intergenerational wealth highlights a growing income gap and the inequality it brews, creating greater imbalance among young people in the future. Organizations focused on giving will need to understand the vast disparities the wealth gap can induce.

56%

Of Millennial millionaires donate to charities

Source: Coldwell Banker, [“A Look at Wealth 2019”](#)



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VALUES INFLUENCE FUTURE GIVING

Future generations will care about new issues and they are likely to focus their giving on organizations that reflect their values.



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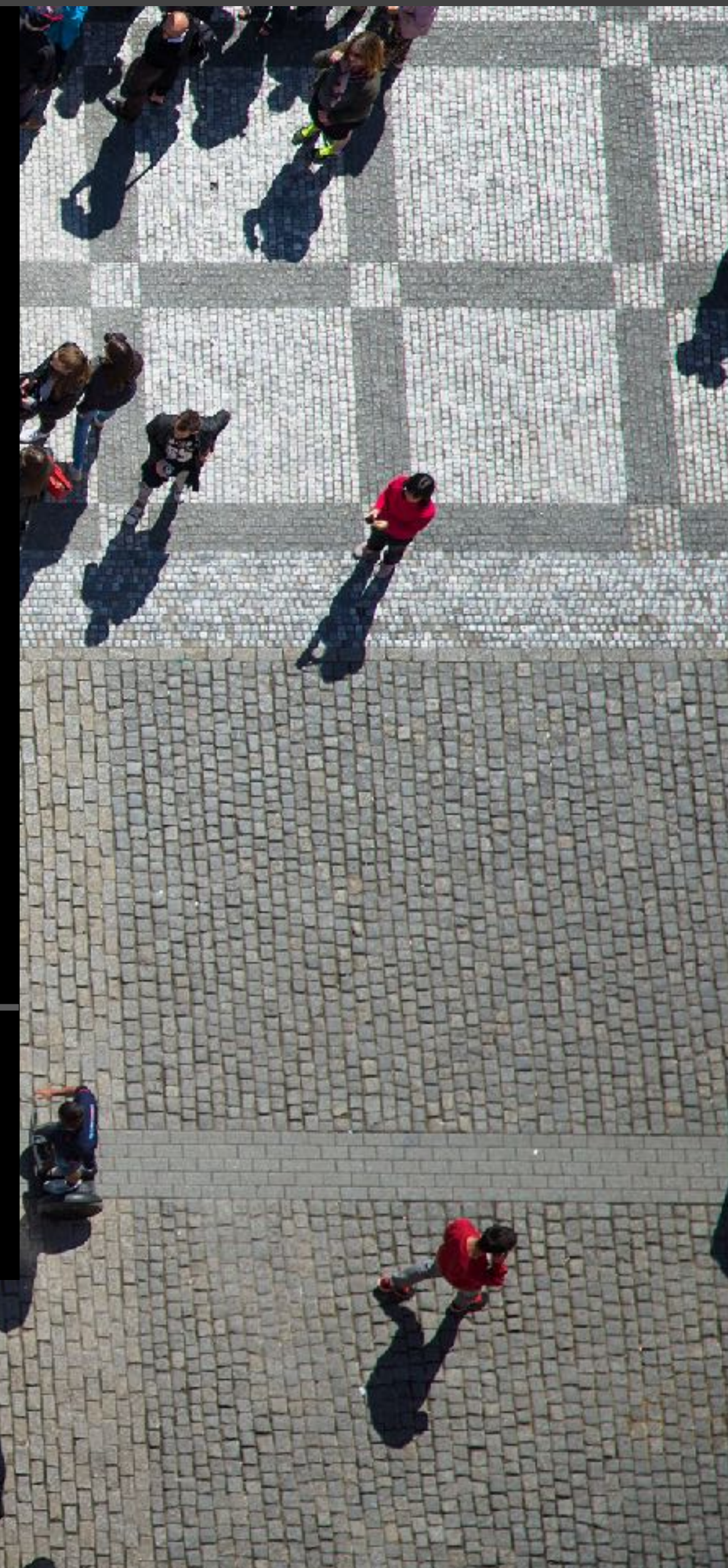
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Gaining trust in a trust-free world

DIMINISHING SOCIETAL TRUST

Trust in everything from government to institutions, brands and even individuals is in steep decline. Organizations will need to prove their trust chops to reach future generations.

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GIVING TO SHOW MORE TANGIBLE VALUE AMID GROWING DISTRUST

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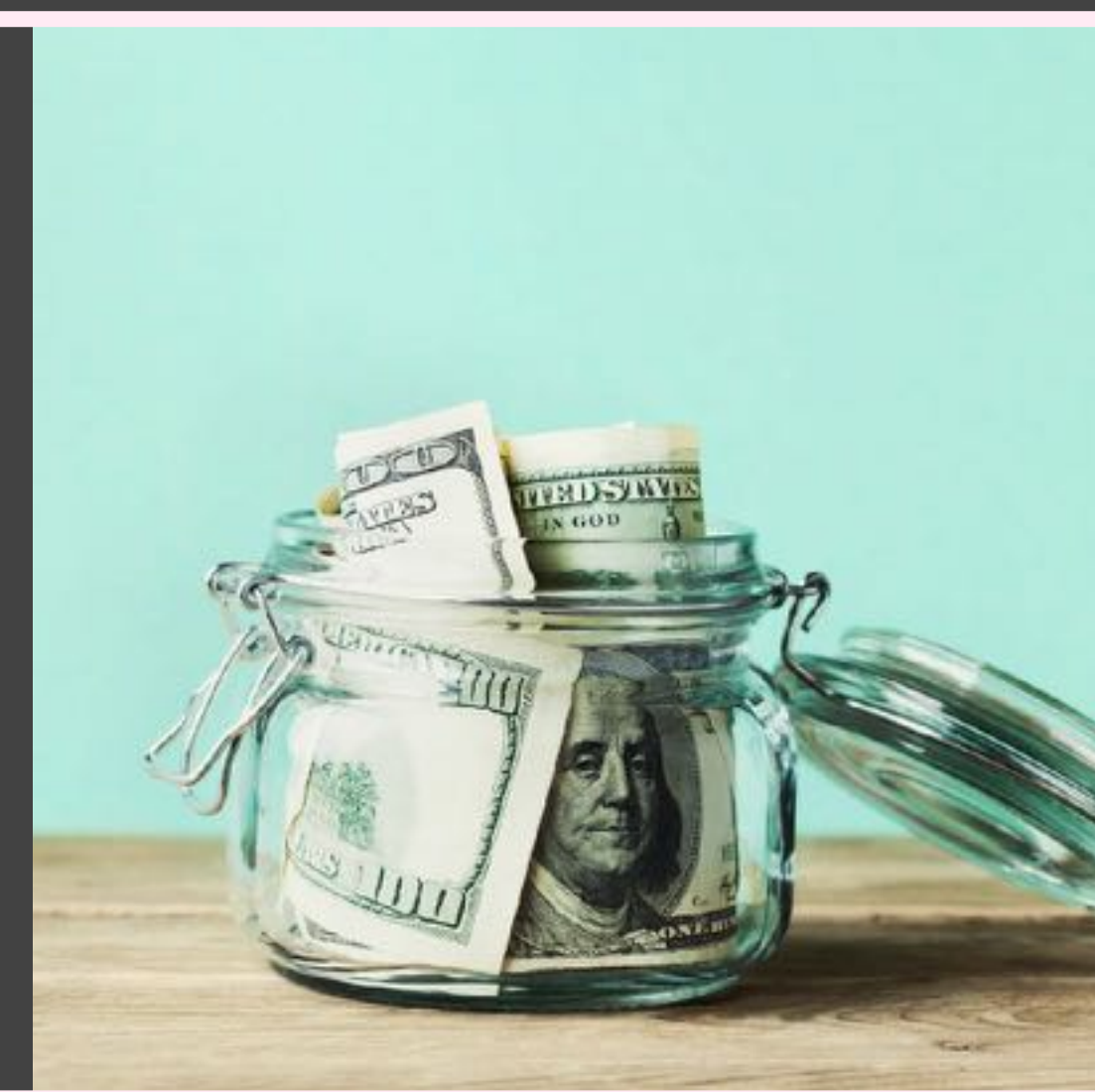
Giving institutions are dealing with a broad shift in the decline of trust. The societal decline in trust was already steeped before the pandemic hit, with [64 percent of Americans](#) saying they lack trust in specific individuals and government. As a pandemic rages, and reveals inequities and systemic flaws, it is set against a downward spiral in trust against the very institutions that were set up to protect us, and have failed. The act of giving now includes a necessary

component that you cannot put a price on: trust. The absence of trust in longstanding, traditional institutions has surfaced new pillars, values and networks of giving, which we will explore here within the three major cultural shifts: Misinfodemic, Grassroots Networks and Declining Religion. Giving institutions will have to exercise true value and trust-building efforts, particularly as they seek out younger generations.

OVER
\$ **15**

Average amount brought in from just one social share of a micro-donation

Source: *Philanthropy Journal*



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MISINFODEMIC

The raging effects of polarization are forcing organizations to establish a greater sense of trust with both the public and donors. The onus is on organizations to provide more proof of their trustworthiness and openness.

Devote time, energy to the core cause

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NOW

Getting comfortable with financial transparency

Organizations are becoming more open about their financials and where and how their money is being spent.

FUTURE

Giving goes deeper, not wider

Giving organizations will become hyper-focused on their reason-for-being, devoting their energy to core causes that will be amplified by digital infrastructure and openness.



ORGANIZATIONAL EFFECT

Coping with misinformation

Misinformation blended with real information is making it difficult to tell which organizations are driving the most impact with efficiency. Giving organizations will have to build muscle to instill trust and transparency.

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DISTRUST IS AT AN ALL-TIME HIGH

Being open and transparent amid a plague of misinformation

Trust in the competency and ethical judgment of organizations has been crumbling, even before the pandemic. Now, disinformation, fake news and public manipulation are fueling not only political polarization, but also adding anxiety to the shared understanding of reality, when knowledge can potentially make the difference between safety and death. New tools are surfacing, such as [digital literacy](#)

[organizations](#), to help people decipher the fake from the real. Against this backdrop, giving organizations are also under scrutiny to prove their trustworthiness. People are rejecting secrets in favor of transparency, and challenging organizations and causes to be more upright about their intentions before a dollar is donated.

ONLY **19%** Of individuals say they highly trust charities

BUT **70%** Rate trust in a charity as essential before giving

Source: ["Give Org. Donor Trust Report 2019"](#)



Tech tells the truth (maybe)

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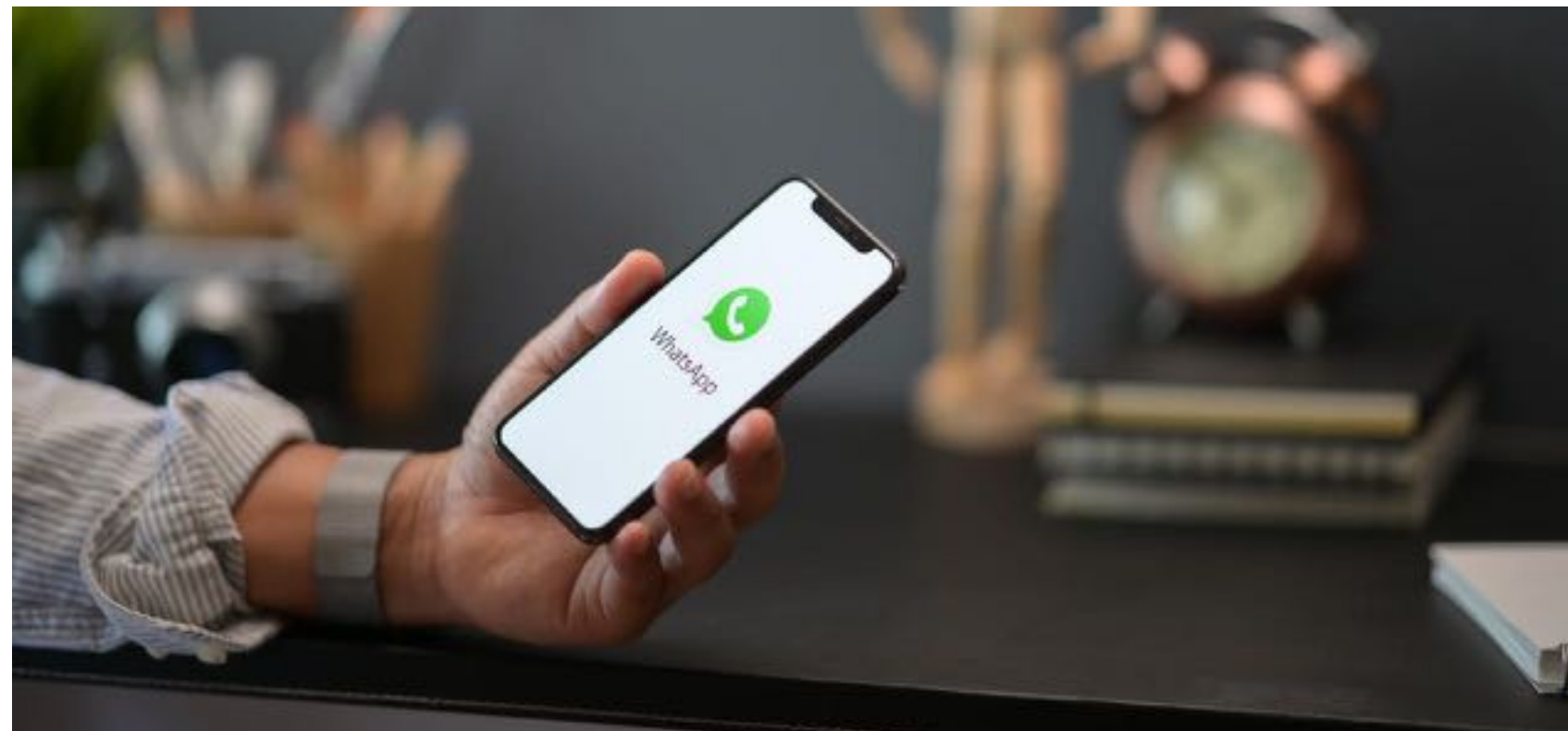
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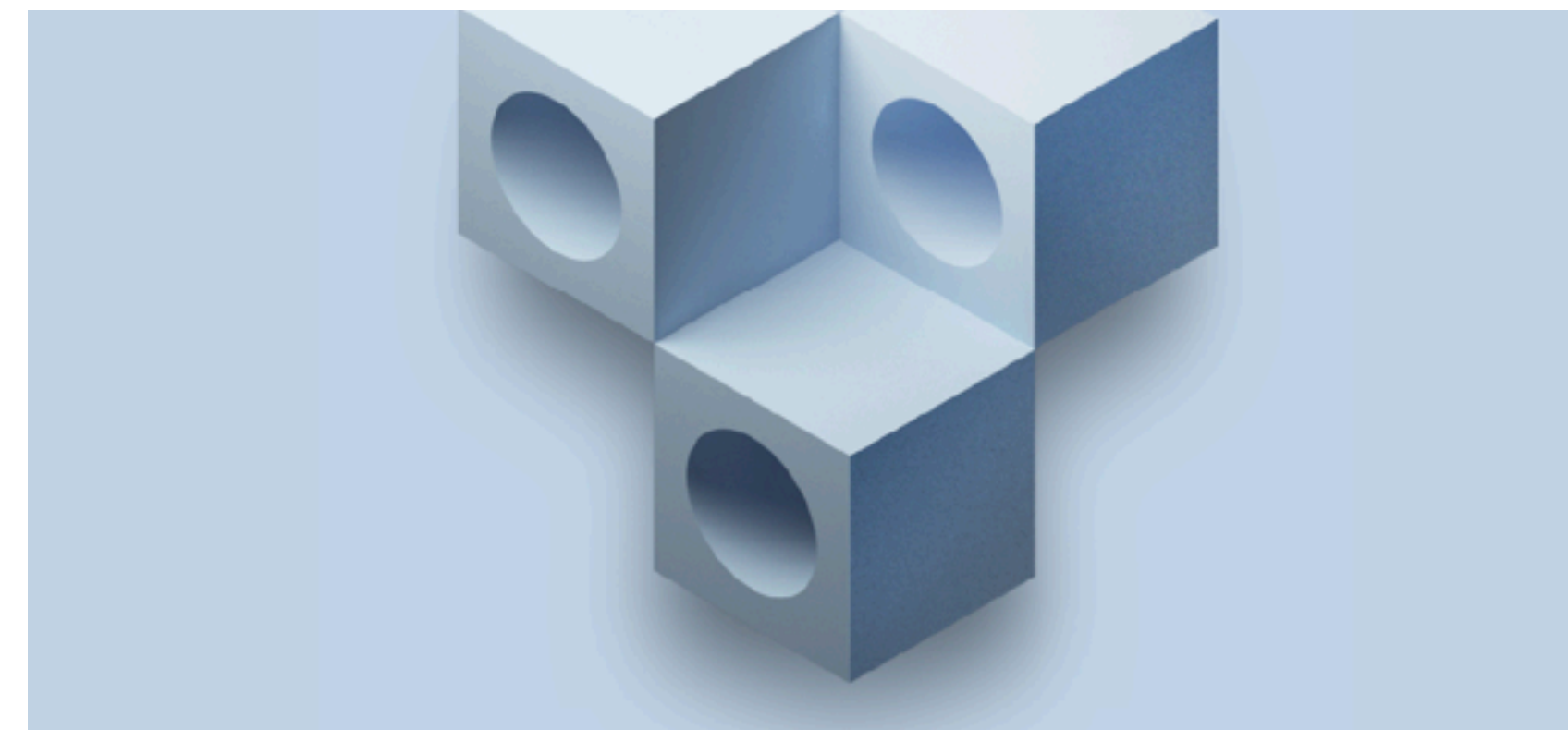
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POYNTER INSTITUTE'S CHATBOT TO CALL OUT CORONAVIRUS-RELATED HOAXES

The Poynter Institute, a nonprofit that supports journalism, launched a chatbot in May designed to debunk hoaxes about the coronavirus. The WhatsApp chatbot is designed for people in any part of the world to debunk some 4,000 hoaxes, such as whether the virus originated in China. It relies on information supplied by over 100 independent fact-checkers from over 70 countries.

Source: TechCrunch, "[Poynter Institute Launches WhatsApp Chatbot to Counter Coronavirus Hoaxes](#)"



ANTI-PHISHING AND ANTI-SCAM TECHNOLOGY TO AID NONPROFITS

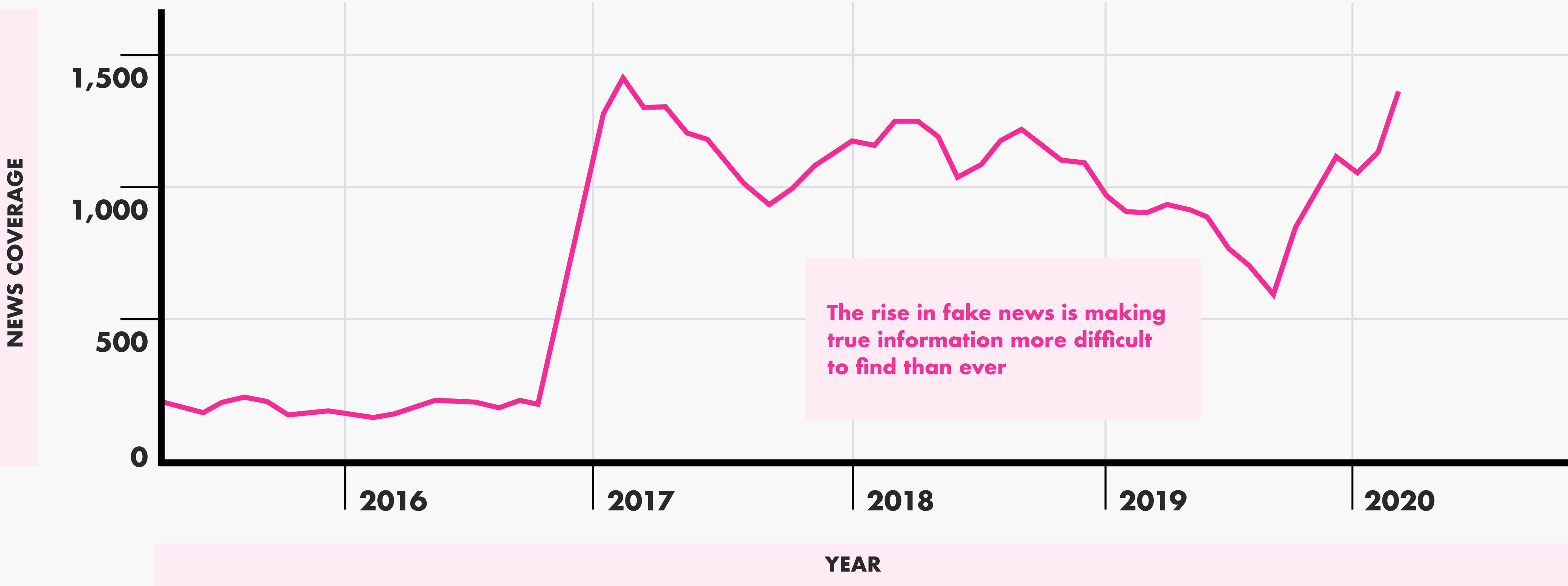
Bolster, a startup that monitors counterfeit and phishing sites, launched Bolster for Good to help nonprofits that are struggling with misinformation attacks. The service arms nonprofits with technology to counter phishing and scam attacks, which have skyrocketed since the pandemic. In 2019, phishing and counterfeit websites contributed to \$3.5 billion in losses to people and businesses, according to the FBI. These numbers are expected to be even higher in 2020, as hackers take advantage of the dire need for resources and accurate information.

Source: Yahoo!, "[RedMarlin Rebrands to Bolster, Launches New Program](#)"

People are overwhelmed with misinformation

The Truth Is Hard To Find: Rise in Fake News, 2016-2020

● DISINFORMATION OR FAKE NEWS OR MISINFORMATION



Source: [CB Insights, 2020](#)

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A crisis of trust in one institution can damage them all



“Foundations tend to think that incidents of fractured trust are contained within charities of similar nature, but the public doesn’t make the delineation, even between a family foundation and a large charity. It just sees it as a charitable sector. We cannot underestimate the damage that is done when there is a crisis of trust in a mainstream charity and the questions that follow of where is my money going.”

— Rachel Botsman, Trust Fellow at Oxford University’s Saïd Business School, Author of *Who Can You Trust?*

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TRANSPARENCY IS A NONPROFIT'S OBLIGATION AND CHALLENGE

The plague of misinformation and constant doubt among the public has giving organizations doing double duty. They are forced to take extra strides to combat misinformation, turning to new tools, such as the Poynter Institute's chatbot or Bolster for Good, to do some of the groundwork for them.

But the public expectation on nonprofit organizations, particularly those that receive their time and money, demand that nonprofits be open and transparent about their operations.

The good news is there are new tools to help instill that trust. The World Wildlife Fund, for example, turned to blockchain startup ConsenSys to develop the [Impactio platform](#) to help supervise and fund their projects, while nonprofit crypto donation platform The Giving Block is delivering a series of [crypto-driven fundraising](#) activities. Digital infrastructure is opening up the doors of transparency for giving organizations contending with declining levels of trust.

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BE OPEN — ABOUT EVERYTHING

Embrace your core purpose with gusto and be open about it. Expect scrutiny, but help others ease their distrust with transparency, tools and partnerships.



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Inspiring smaller donors and communities

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NOW

Reliance on big donors

Giving organizations have stuck to the traditional top-down model of giving, relying on big donors, which they end up competing for in an ever-dwindling pool.



FUTURE

The voice of the people counts

Instead of relying on big donors, organizations will move to inspire more communities, and fuel donations from individuals that reverberate with the power of the collective.

ORGANIZATIONAL EFFECT

Donors big and small

Nonprofits are beginning to realize that they do not need to choose between engaging mega-donors or crowdfunding. Instead, they can help communities invest in themselves, and then seek larger support.

MICRO-DONORS TO THE RESCUE

Small communities, individuals making a big difference

The bigger the pool of individuals donating, the better served the beneficiaries are. Nonprofits that rely on big-donor donations, donation size notwithstanding, end up competing for the same donor pool. The result is stiffened competition and a smaller amount for the intended beneficiaries. But issues that affect so many cannot be solved by big donors alone. Micro-funding, a large pool of people donating, has vast reach beyond dollar amounts. The pandemic has seen a swift rise in

[new designs for micro-donations](#), such as TikTok or Instagram adding “click-to-donate” buttons. [Recent research on micro-donations](#) revealed that one out of every five certified charity donors shared a campaign following their donation, and more than half of a campaign’s donation volume is received as a direct result of social sharing from donor and visitor shares. Micro-donations end up building community and engagement with the people who give, who collectively are a force.

OVER

50%

Of a charity campaign’s donation volume is the direct result of social sharing from donor and visitor shares



Source: [Philanthropy Journal](#)

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Activism needs big and small donors

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ADDRESSING: CRIMINAL JUSTICE REFORM

Heinz Endowments foundation provided \$6.7 million in grants to local nonprofit organizations that are tackling criminal justice reform efforts. "The Covid-19 crisis is exacerbating issues of poverty and racial inequality in our community at the same time that it is illuminating them," said Grant Oliphant, President at Heinz Foundation.

Source: The Business Journals, "[Heinz Endowments Announced \\$6.7 Million in Grants for Local Criminal Justice Reform Efforts](#)"



ADDRESSING: IMMIGRATION REFORM

The Fianza Fund, a grassroots effort that helps with the release of immigrant families from detention, and Betancourt Macias Family Scholarship Foundation, which provides financial assistance to support undocumented families, are two of many nonprofits supporting immigrants and immigrant rights.

Source: Refinery29, "[How to Give Back to the Most Vulnerable Communities on Giving Tuesday](#)"

ACTIVISM MEETS PHILANTHROPY, INSPIRING COMMUNITY

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Grassroots activism has given new life to once neglected, non-traditional and underrepresented causes that have been shifted to the side or deemed too risky in the past to fund. Giving circles are made up of hyper-local groups — such as Black Benefactors or Asian Women Giving Circle — of people who pool their resources for giving

purposes, collectively deciding what they choose to fund. By making more modest donations individually, together they make a large impact and also inspire activism on a local level with the communities they reflect, many of which are often underserved.

225%

**Growth in giving circles,
hyper-local groups of people
pooling resources for giving,
from 2006 to 2017**

Source: [The Washington Post](#)



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SPACE FOR EVERY VOICE

Create systems for giving that consider even the smallest donations and donors, because it's those voices that are amplified together.



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LOSING MY RELIGION

Organized religion is on the decline in the U.S., and beliefs centered on spiritualism and values are on the rise. Given that the church was the steeple of institutional giving, the future of giving is finding a new home.

Spiritualism, values open up new avenues for giving

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NOW

Religion-based giving

The tradition of giving is deeply rooted in religious institutions, but it's on the decline.



ORGANIZATIONAL EFFECT

Divide in religion-based giving

Organizations focused on religion will see some people give even more to churches, while others will view organized religious association as a barrier to giving.

FUTURE

Fragmented beliefs open new giving avenues

As religious beliefs become more fragmented and find new shape in spiritualism and values, people will find new ways to support ideas, causes and organizations of their choosing.

FAITH-LESS AND LESS GIVING

The rise of spiritual and values-based giving

Americans are losing faith in their faith. As a longstanding pillar for many, religion follows in the footsteps of decline in institutional trust. Almost [half of Gen Z](#) (45%) say they “rarely or never” attend church, with similar patterns found among their older Millennial peers. While this wavering faith has many legs, it is also giving new shape to giving, as the traditional philanthropy derived from

religious institutions plummets. This shift in faith means fewer charitable donations that would have otherwise come from religious institutions. In the U.S., 20 million fewer households donated to charity in 2018 than 20 years earlier, a change that is also marked by [adults under 40](#) being less likely to be affiliated with a religion.



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Nurturing new beliefs beyond religion

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NEW BELIEF SYSTEMS SEEKING 'RELIGION' STATUS

A vegan brought a landmark legal case to a British court, hoping to change the law to ensure that veganism is considered a protected "philosophical belief" similar to religion.

Source: CNN, ["Vegans Could Get the Same Protections as Religious People"](#)



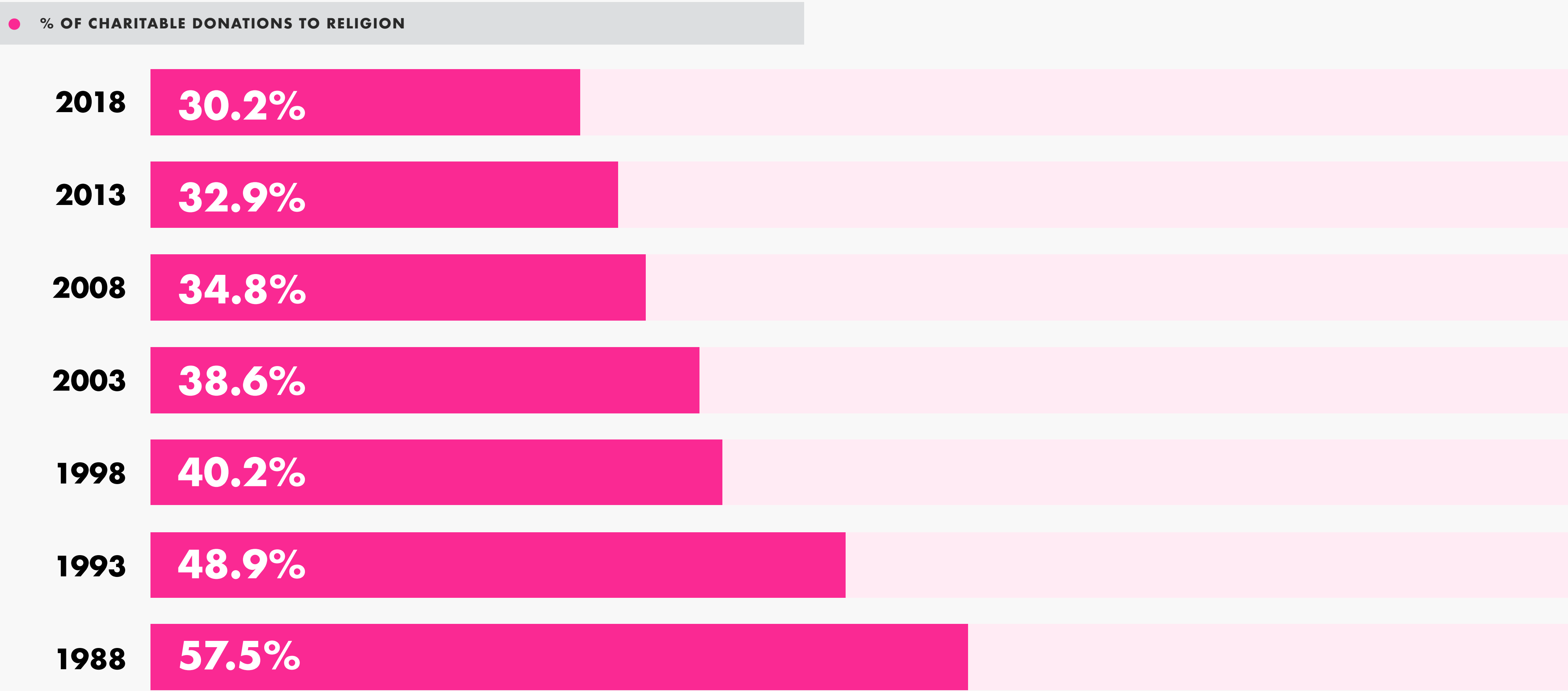
NURTURING NATURE AND PANDEMIC PRIORITIES

Before coronavirus took the lead, 2020 was meant to be "the super year for nature." Now, environmental charities fear that the needs brought on by the pandemic is sidelining those of the environment, so they are using science as a giving rally point for supporting both environmental and human crises.

Source: Conservation.org, ["2020 Was Supposed to be the Super Year for Nature. What Now?"](#)

Charitable donations relied on church attendance

Charitable Donations to Religious Institutions, 2018



Source: [Gallup](#), [Fox Business](#), [GivingUSA](#), [NonprofitSource](#), [Pew](#)

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PUTTING MONEY WHERE THE SCIENCE IS

Rise in science-first funding initiatives

The absence of more traditional religious foundations has elevated the tensions of science versus faith. Those keen on supporting their values are giving to science-centric institutes and philanthropies, such as the Good Food Institute, which works with scientists,

investors and entrepreneurs to focus on clean meat and plant-based alternatives in the name of protecting animals. In turn, such establishments are finding higher levels of support toward environmental and animal-protection efforts.

\$1.15^M

Amount donated by Gen Z activist Greta Thunberg after winning the Gulbekian Prize for Humanity to charities “fighting for a sustainable world”

Source: [Green Matters](#)



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BE OPEN TO THE MANY MINDSETS OF GIVERS

Fragmented beliefs and values have surfaced new ways for people to support causes, ideas and organizations.



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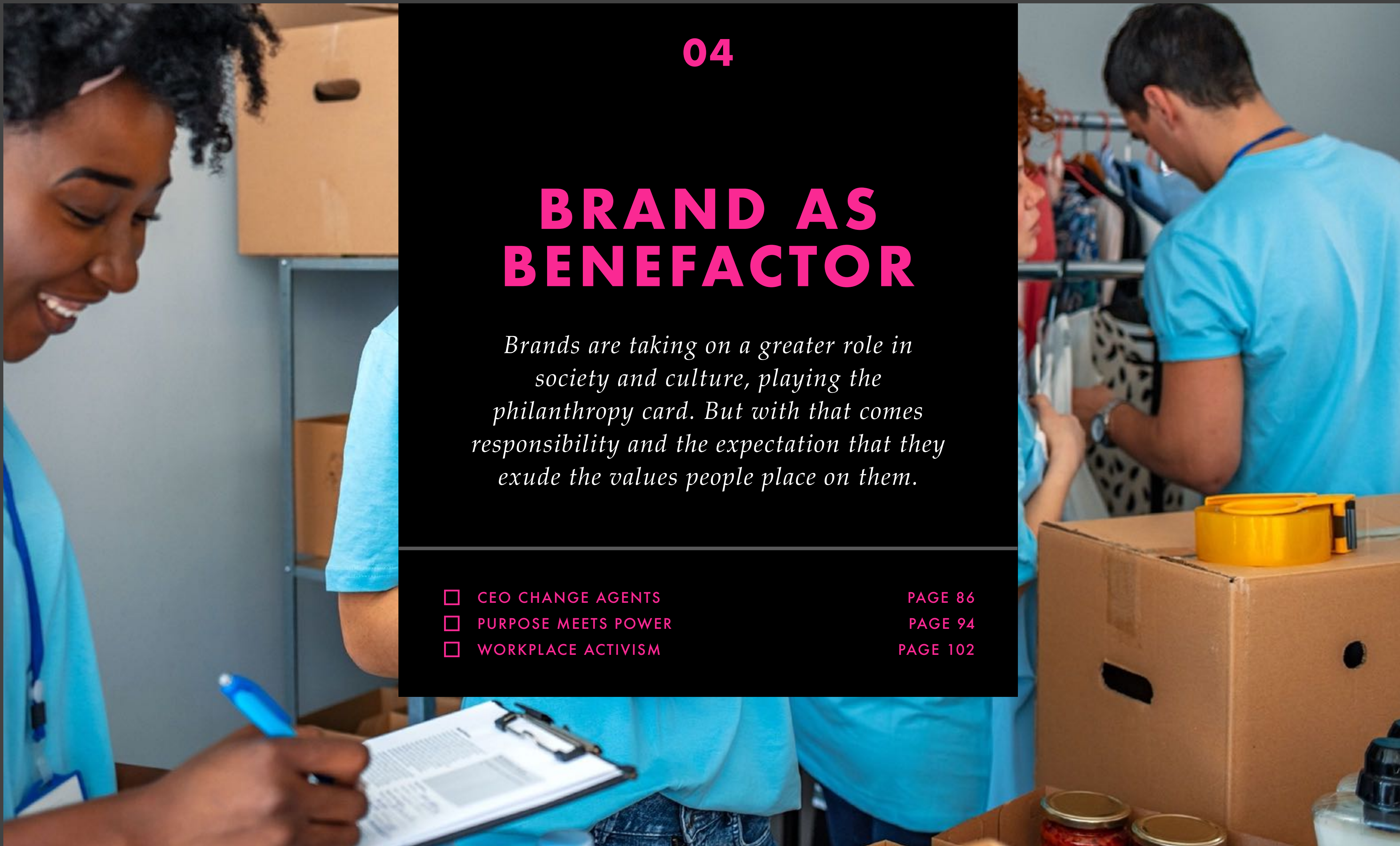
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Brands are taking on a greater role in society and culture, playing the philanthropy card. But with that comes responsibility and the expectation that they exude the values people place on them.

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- PURPOSE MEETS POWER PAGE 94
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Giving and brands are becoming one and the same. Brands may make a big deal about their corporate social responsibility or charitable efforts, but in fact, they only give five percent of all charitable contributions. People look to brands as leaders in giving because they hold their captive eyeballs. But with that comes a responsibility to live up to the values they are meant to exude. They can no longer be in a

silos, but purpose is expected in everything from a CEO's behavior to marketing campaigns, a sustainable supply chain, and more. In particular, young givers, Gen Z and Millennials, expect to see their values reflected in the brands they choose. Giving organizations, in turn, stand to benefit from partnering with brands — and vice versa.

5%

Of charitable gifts were made by corporations — and 68% were made by individuals in 2018

Source: [Chronicle of Philanthropy](#)



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CEO CHANGE AGENTS

CEOs are using their resources and power to tackle issues, such as student loan debt, environmentalism and inequities. Under the watchful eyes of the public, they face high expectations of delivering social initiatives.

CEOs to take on greater social change roles

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Aversions to billionaires

A backlash against extreme wealth, heightened by growing societal inequities, also reflects on the efforts of nonprofit organizations who are strongly associated with people of great wealth.



ORGANIZATIONAL IMPACT

Openness required

The skepticism people have toward CEOs and those with extreme wealth will be met with greater transparency. Organizations may consider public reporting to help build greater trust and accountability.

FUTURE

CEOs, the benevolent benefactors

CEOs and corporate leaders will be tasked with greater expectations from the public, but also rewards, related to social change.

CEO CHANGE AGENTS

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Leading some of the most valuable brands and organizations in the world, CEOs are in the spotlight, under media scrutiny and public expectations to use their growing political and economic influence to drive positive change in their communities and beyond. CEOs are using their resources to address issues affecting many, such as student loan debt, environmentalism and, amid a pandemic, relief efforts. Where governments and institutions had a firm hold before,

corporations and their executives are now taking their place in a blurring of the two, giving new meaning to corporate responsibility. Often extremely wealthy, these figureheads are also conflating philanthropy and inequality, a perception that may work against their best efforts. And when CEOs receive greater attention, leaders of other organizations focused on giving will be expected to become more visible and transparent in their operations, too.

82%

Of people say corporations have too much power and influence

Source: [Pew Research](#)



Celebrity and CEO partnerships to do good

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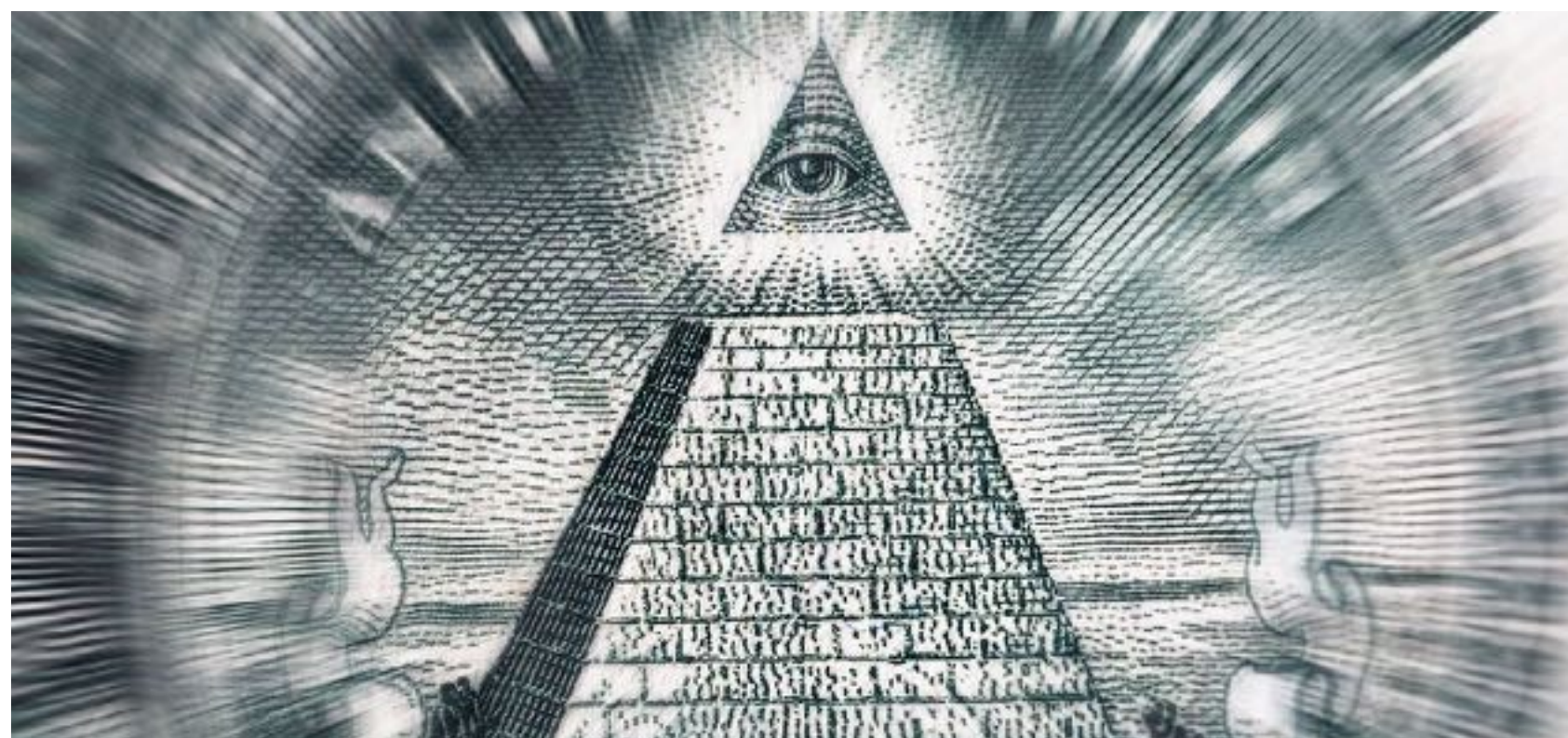
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BILL GATES HAS BECOME A TARGET FOR CONSPIRACY THEORIES

Microsoft CEO Bill Gates, who has donated over \$100 million toward coronavirus relief efforts through the Gates Foundation, has become the target of conspiracy theorists. In 2015, Gates had warned that a “highly infectious virus” could kill up to 10 million people globally. Since the coronavirus pandemic, he has become a public face of the health crisis, but also a target of conspiracy theorists. There have been over 1.2 million mentions falsely linking Gates to the coronavirus in TV and social media platforms, between February and April 2020.

Source: BBC, "[How Bill Gates Became the Voodoo Doll of Covid Conspiracies!](#)"



CEOS AND CELEBRITIES USE FAME AND FORTUNE TO HIGHLIGHT CAUSES SUCH AS DOMESTIC VIOLENCE

Rihanna and Twitter CEO Jack Dorsey paired up to donate \$4.2 million to Los Angeles shelters to support those facing domestic violence during the pandemic. The money will go toward shelter, expenses, meals and counseling for individuals and families that are particularly vulnerable. The support comes from Rihanna’s Clara Lionel Foundation as part of Dorsey’s plan to give \$1 billion of his wealth to charity.

Source: *Harper’s Bazaar*, "[Rihanna and Twitter CEO Donate \\$4.2 Million to Local Shelters](#)"

Extreme wealth associated with perceptions of philanthropy

Extreme wealth is associated with philanthropy in the eye of the public. The number of billionaires in the world has skyrocketed in just five years by 55 percent, to record levels. This rise in extreme wealth comes at a time of growing economic inequality and intensifying scrutiny of ultra-wealthy corporate leaders, such as Bill Gates or Elon Musk. The business practices and personal lives of CEOs are attracting speculation and controversy, such as that surrounding Jeff Bezos, who is anticipated to become the world's first trillionaire.

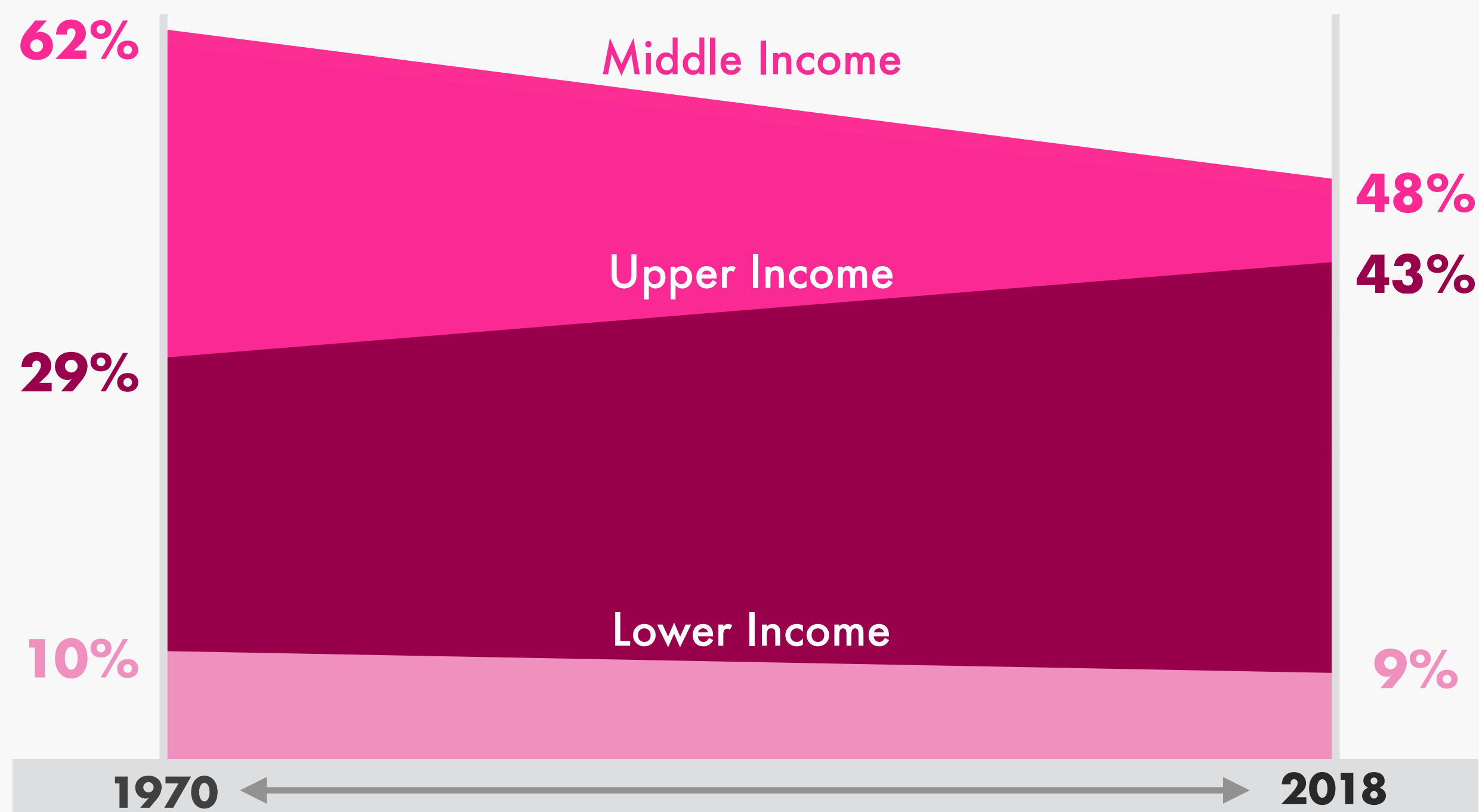
55%

Increase in the number of billionaires globally, from 2013 to 2018 - the greatest concentration of wealth since the Gilded Age

Source: [Chronicle of Philanthropy](#)

Share of U.S. Aggregate Income, 1970 - 2018

Those at upper income levels have seen their earnings consistently increase since 1970. Meanwhile, middle class income and lower level incomes have dropped.



Source: [Pew Research, 2020](#)

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More purpose, more power



“Increasingly, companies feel like they need to do more to maintain their power in society. They do that through acquisitions, they do it through mergers, but they also do it by increasing their purpose and visibility. It’s just part of that natural cycle — sometimes, more is more.”

— Bing Chen, Digital Media Entrepreneur, Investor, Cofounder of Gold House, sparks & honey Advisory Board Member

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WANTED: ADVOCATES FOR SOCIAL CHANGE

Moving wealth-based skepticism aside

CEOs are often viewed as emblems of extreme wealth. Many people still welcome efforts by CEOs to drive social change, from enhancing urban infrastructure to applying funds to underserved causes.

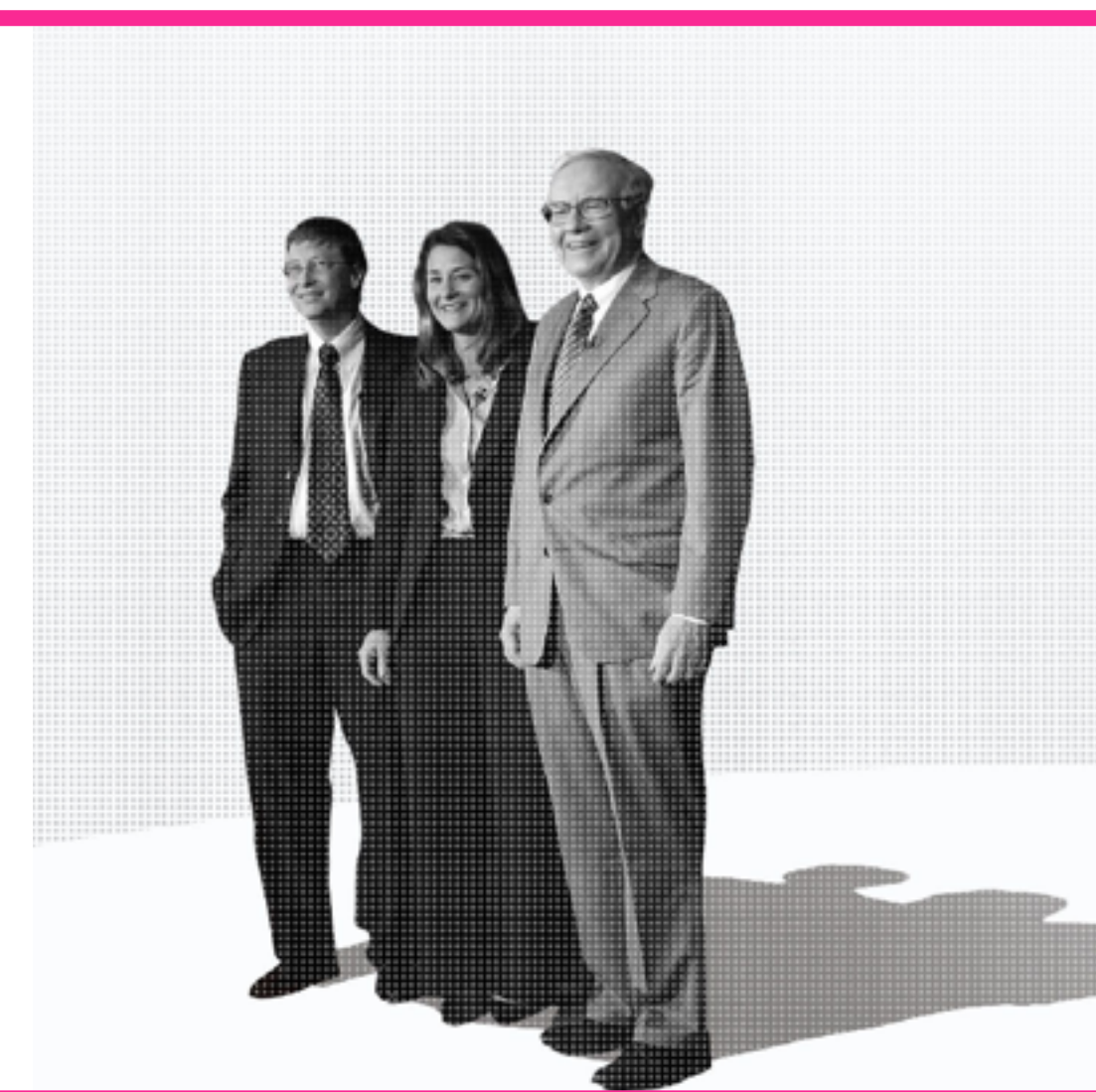
[Seventy-six percent of Americans say they want CEOs to take on social change](#), instead of waiting for the government to do so. This

magnifies a tension that is often present in corporate social responsibility led by CEOs: a leader that triggers connotations of extreme wealth is empowered to take on social change issues, given their access to such wealth.

210

Number of the wealthiest individuals in the world who are part of The Giving Pledge, a platform for billionaires and their families, who pledge to donate a large portion of their wealth to charity

Source: [The Giving Pledge](#)



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SOCIAL IMPACT IS NOT OPTIONAL

CEOs and leaders are expected to take on a greater role in social impact – and their business depends on it.



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PURPOSE MEETS POWER

Brands are taking on the strategies of giving organizations to meet values-based consumers. Now more than ever, giving organizations compete with brands.

Brands and giving partnerships pave the way

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Brands as competitors

Brands have the lead in portraying their authority on generosity and purpose — in some cases at the expense of giving organizations that are actually doing so.



ORGANIZATIONAL EFFECT

Partners in do-good crime

While nonprofits are well-positioned to tap into a culture hungry for social change, giving organizations will benefit from brand capabilities and infrastructure through collaboration.

FUTURE

The brand companion

Brand partnership models will evolve into longer-term, symbiotic relationships that empower both brands and giving organizations to focus on their core competencies for giving.

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PURPOSE MEETS POWER

Giving organizations compete with brands

Brands are becoming the new authority on purpose. Values-based consumers are drawn to brands that exude their worldview and ideals. This puts nonprofits and other organizations focused on giving into the perilous position of competing directly against behemoth brands who are quick to grab attention, but may not actually be living up to their outward-leaning purpose. Brands may laud themselves, for example,

for giving one-percent of their pretax profits to charity, while most individuals give double that. Out of [charitable gifts given in 2018](#), corporate giving accounted for five percent of all charitable donations, while people themselves stand well above that, giving 68% of all charitable donations.

64%

Of consumers who identify as being values-driven say they expect brands to represent them to solve societal issues

Source: Edelman, [Earned Brand 2018](#)



Buying from brands that reflect purpose

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FROM DOG FOOD TO SKINCARE, SHOP THESE BRANDS IN SUPPORT OF PANDEMIC RELIEF

A compilation of 32 brands that are supporting coronavirus relief efforts helps buyers decide where to put their purpose-led dollars. By making choices to spend based on how brands are giving back, consumers are made to feel like they are contributing to the brands' chosen causes.

Source: *Fast Company*, "[Shop These 30 Brands to Support Covid-19 Relief](#)"



H&M: WHEN BUSINESS AS USUAL BECOMES UNUSUAL

In a blog post, the clothing brand announced it would close its stores due to the pandemic, and that it was contributing \$500K to the World Health Organization in response to the prevention and control of the virus.

Source: [H&M](#)

Consumption as an act of purpose



“For values-driven consumers and younger generations, they want to have purpose, they want to be included and know that they’re working towards something purposeful. There is a huge opportunity for nonprofits to give them that sense of purpose through giving.”

— Dr. Nathan Walworth, Cofounder of NEXUS Futures, CoVALENCE, Experience Designer

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Pizza can fix infrastructure around the nation

SIGNALS



VITA COCO DONATES \$1 MILLION TO VULNERABLE COMMUNITIES

The coconut water brand, which has seen its sales soar as people stock up during the outbreak, is donating \$1 million of its incremental profits to Feeding America and No Kid Hungry in support of the most vulnerable communities.

Source: CSPDailyNews, "[Vita Coco to Give \\$1 Million to Covid-19 Relief Efforts!](#)"



DOMINO'S 'PAVING FOR PIZZA' EVOLVED INTO A MASSIVE INFRASTRUCTURE PROJECT

Domino's turned its humorous 'Paving for Pizza' campaign, intended to fix the potholes that might ruin pizza deliveries, into a massive 50-state infrastructure project. The pizza company has helped budget-strapped areas repair their roads, after receiving 137,000 submissions for pothole repairs in municipalities across the U.S., three months after launching the campaign.

Source: [Ad Age](#)

Ethics and competency meet in partnership model

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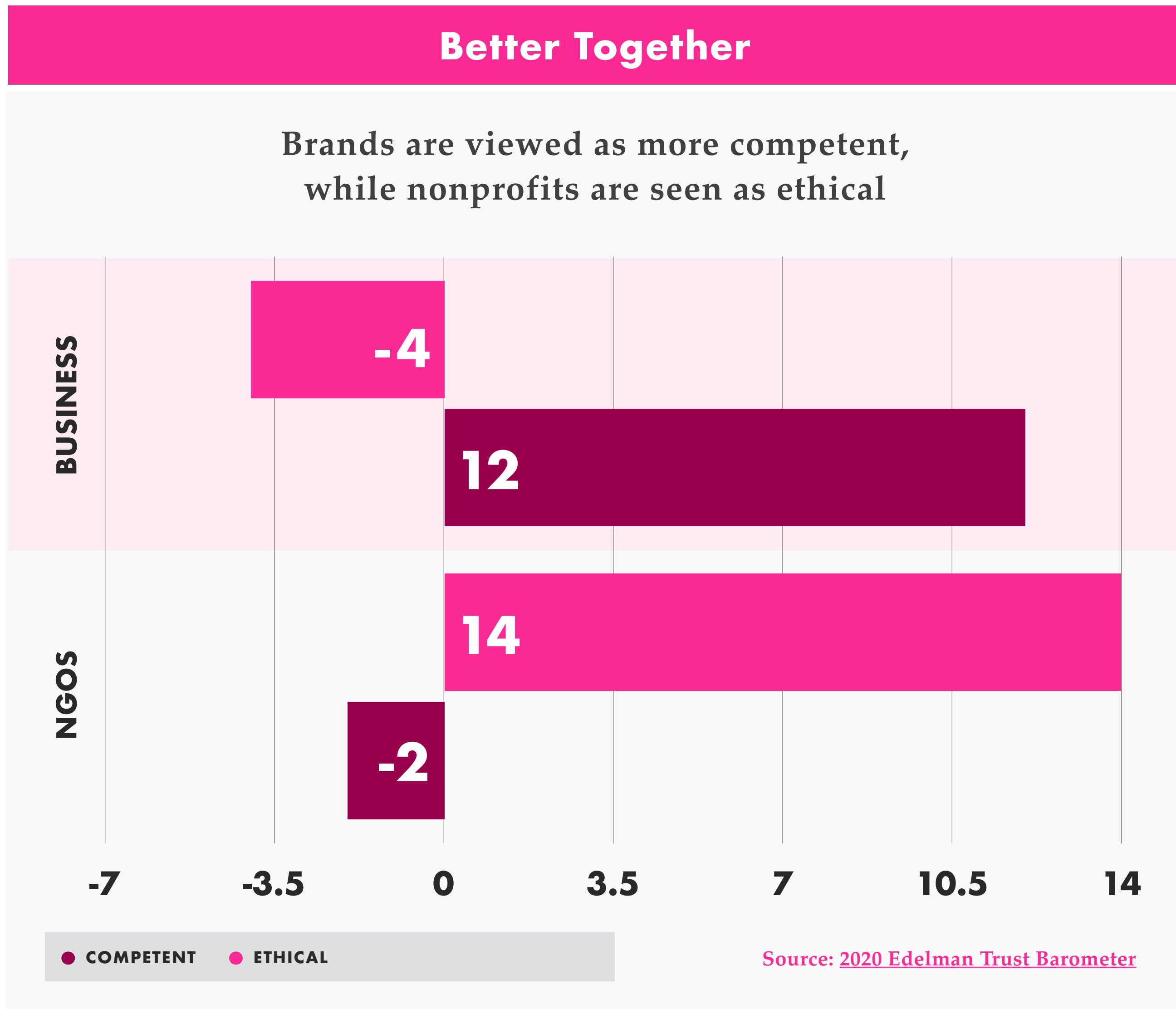
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Brands are seen by consumers as potentially powerful change makers in society, but eyeballs aside, brands actually spend the least on charitable donations.

Out of charitable donations, corporations made up five percent of charitable donations. Individuals are the most likely to donate, coming up at 68 percent of charitable donations.

While brands may hold consumers' hearts and expectations, nonprofits or giving organizations are seen as reliable and ethical. Blending these two perceptions is where power meets purpose for giving organizations and brands alike.



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BRAND PARTNERSHIPS TO EXPAND GIVING

Brands and giving organizations can take on the best of one another, building a new model of partnerships for purpose.



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WORKPLACE ACTIVISM

Companies are starting charitable giving programs to attract talent and engage a growing class of workers who view activism as a core value.

Employee activism will define giving at work and beyond

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The empowered employee

Consumers and workers alike expect organizations to make meaningful contributions to people, communities, social programs and the economy.



ORGANIZATIONAL EFFECT

New streams of giving revenue

The growth of distributed networks of giving, like at work, will provide giving organizations with more opportunities for recurring donations.

FUTURE

A giving workforce

As corporate giving programs become the norm, rising from a socially active workforce, it will also empower consumers to become giving-minded on an individual level.

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SOCIALLY CONSCIOUS AT WORK

A socially conscious workforce is coming together to change lives and systems, demanding action where inaction previously prevailed. As Gen Z ages into the working world, these young activists stand out with their collective demands for social change, and they are not afraid to whistleblow, company or organization notwithstanding. Their steadfast resolve is unwavering when it

comes to the future: [70 percent of Millennial employees](#) say they can make an even greater imprint on the world than the leaders who are tasked to do so in organizations. While many brands and organizations may tout their purpose-led programs, it's the internal roar of employee activism that asks them to uphold those values and, yes, do better.

76%

Of Millennials consider the environmental and social commitments of a company before deciding to work there

Source: [Cone Communications Millennial Employment Study](#)



Empowering employee activism from the inside out

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SALESFORCE'S NEW MODEL FOR EMPLOYEE GIVING

Salesforce and United Way Worldwide introduced a new Salesforce.org Philanthropy Cloud, which allows employees to volunteer and donate to the causes they care about.

Source: [MarTech Series](#)



GOOGLE EMPLOYEES' ACTIVISM REVERSES GOVERNMENT CONTRACT

After agreeing to work with the Pentagon on "Project Maven," a pilot program to help develop computer vision technology for its drones, over 3,000 Google staffers expressed concern for the project's violation of the company's purpose, Do No Evil, and they successfully petitioned that Google end its involvement with the project.

Source: [The Verge, "Google Reportedly Leaving Project Maven Military AI Program"](#)

Organizations need to meet future employees' demands



“It’s not just about shareholders and consumers, because if any of these companies want to attract great employees, they need to have purpose. Younger generations of employees are demanding corporate accountability, and many organizations are struggling with that.”

— Alisa Miller, CEO & Cofounder of Pluralytics, sparks & honey Advisory Board Member

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ENCOURAGE EMPLOYEE ACTIVISM

Employees will take on their activist stripes, and it's up to organizations to support their efforts and build a positive giving environment from the inside out.



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Giving organizations are turning to technology, such as AI, algorithms and social data, to make giving as easy and effective as possible.

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- STARTUP APPEAL PAGE 115
- DATA PHILANTHROPY PAGE 121

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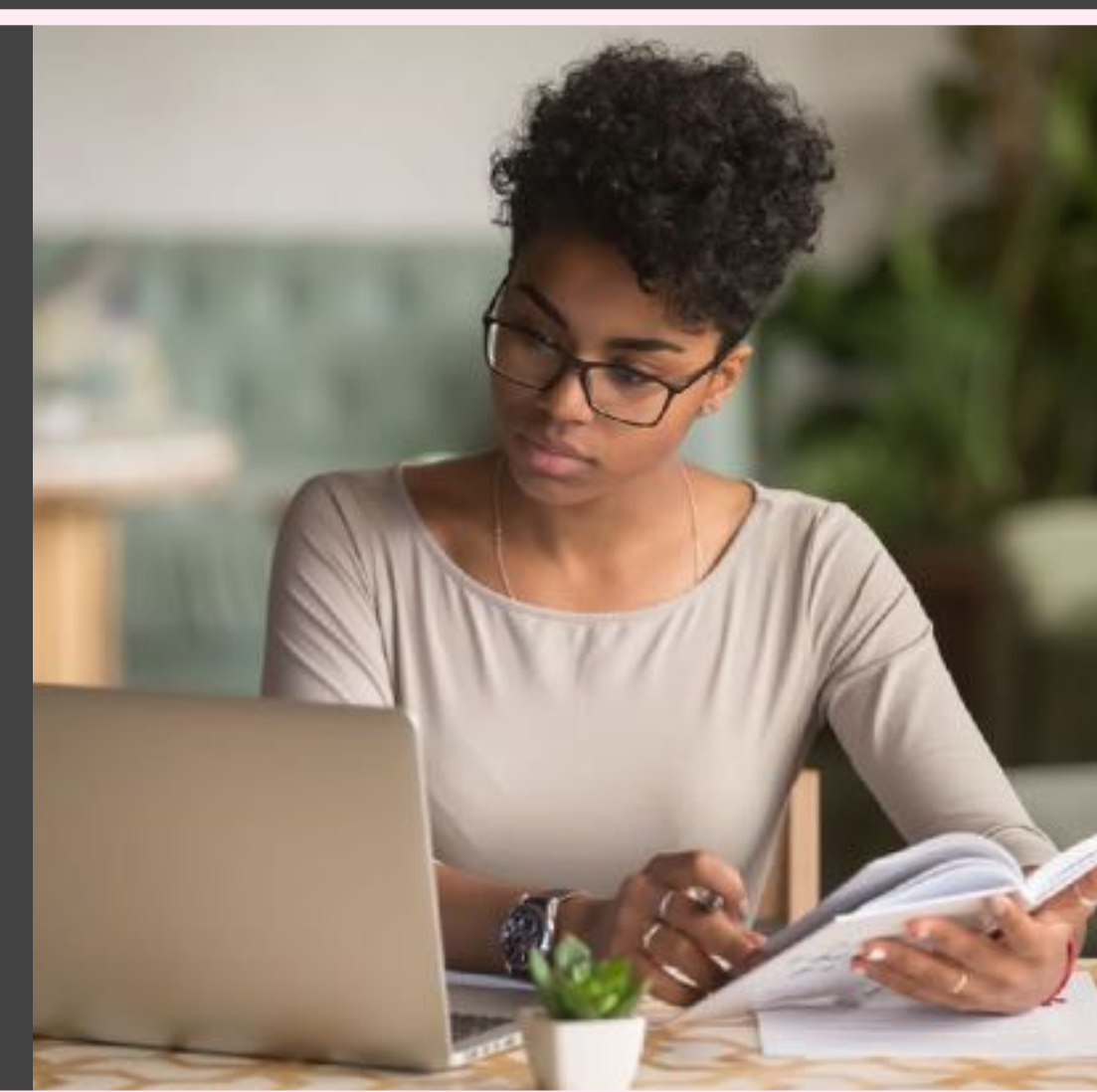
The act of giving is becoming more seamless and intuitive, thanks to technology innovations that are designed to bring social issues to the forefront. One such example is [Google Assistant's new feature](#) that allows users to directly donate to a cause or nonprofit of their choice by voice. While precision technologies are helping nonprofit organizations become more effective, these technologies also come

with added pressure for nonprofits. The dawn of new data collection and analysis methods increases demands to show effective giving in numbers and share such knowledge. The question becomes: What does "good" really look like, and how can organizations meet this rising challenge brought on by technology and the demands of future givers?

41%

Of donors changed their approach to giving with more knowledge of nonprofits' effectiveness

Source: [Fidelity Charitable](#)



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MOVEMENT FOR EFFECTIVE GIVING

A movement that seeks to use evidence and reason
to do good and improve lives around the world.

Data and empathy to fuel giving efforts

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NOW

Focus on why we give

Inspiring the human need and desire to give, often with efforts culminating at big annual events, such as giving galas.



FUTURE

Spotlight where and how we give

Giving organizations will focus on the delivery and measurement of their efforts, using things like annual reports to show their tangible giving data.

ORGANIZATIONAL IMPACT

Show me the giving

The act of giving is being driven by a growing desire for more transparency into the collective effort of giving.

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MEASURE HOW WELL YOU GIVE, OR DON'T

Giving organizations are under increasing urgency to measure how well they do or don't do. The call for quantified altruism is a response to the availability of new technology and the demands of future givers. There is more openness and knowledge available now to givers, with tools such as Charity Navigator, which rates charities based on transparency and track record, or Guide Star, which collects, organizes and distributes information on more than 2.7

million nonprofits. Measuring effectiveness does affect how people give, too, with [41 percent of donors](#) changing their approach to giving thanks to access to tools for researching the funding and effectiveness of nonprofits. At the same time, giving is still very much connected to compassion, empathy and human emotion, creating tension around how to best donate based on personal motivations.

EMPATHETIC GIVING

59%

Of people donate because the cause or organization is personally important to them

Source: BBC, ["Why We Need More Emotion to Save the World"](#)



Consider community engagement as a giving metric



“Charities think of generosity in terms of fundraising and charitable donations, and that’s ultimately how they measure it internally. They need to flip those metrics and think more around community engagement that you can mobilize after a campaign is finished.”

— Rachel Botsman, Trust Fellow at Oxford University’s Saïd Business School, Author of [Who Can You Trust?](#)

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DATA = TRANSPARENCY = MORE GIVING

The creative use of data, from results to user engagement, is the most important challenge to future-proof efforts of giving. This spans many other shifts covered in this report, from openness to values.



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STARTUP APPEAL

Giving organizations are acting like startups. This *Shark Tank* approach means rethinking donor pitching, which problems to tackle, and how to measure growth and efficiency.

Startup ideals enhance donor strategies

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NOW

Selling the idea of "good"

Giving organizations have gone to traditional donors who are looking to sell the mindset of giving.



FUTURE

Think like a startup

Organizations will start thinking and acting like startups, pitching investors with a growth mindset and using new data models.

ORGANIZATIONAL EFFECT

The great startup challenge

Organizations will be challenged with taking on a startup mindset and being nimble in the process.

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IT'S TIME TO ACT LIKE A STARTUP

Nonprofits are taking on the challenge of acting like a startup. With the pressure of transparency and proving efficiencies, data models are becoming vital for demonstrating effectiveness and a shift towards a mindset of growth. The increased use of and reliance on data is uncovering stories that were previously untold, revealing gaps in

cultural attention and where philanthropic funds are actually going. One example highlights the need for increased support on a local level: the Giving Code Report found that [less than 10 percent of Silicon Valley donations](#) went to local nonprofits.

76%

Of the trust capital of business is driven by ethical drivers: purpose, integrity, dependability

Source: [2020 Edelman Trust Barometer](#)



Scale giving by crowdfunding and collaborations

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CROWDFUNDED MODELS OF GIVING

Kiva gives financial access to underserved communities through crowd-funded digital microfinancing. Their efforts make it possible for donors to work together to help entrepreneurs in the developing world who have capabilities, but no financing.

Source: *The Guardian*, "[In a Cash-Strapped World, are Microloans the Answer?](#)"



TECH NONPROFIT ACCELERATORS

Similar to traditional accelerators like Y Combinator, Fast Forward selects early-stage startups working on large social challenges and helps them scale their products, investing an unrestricted \$25,000 in each tech nonprofit startup.

Source: TechCrunch, "[Fast Forward Raises New War Chest to Fight Silicon Valley Inequality Machine](#)"

Run giving like a for-profit company



“The best nonprofits are run like for-profit companies and can actually quantifiably demonstrate their impact. Most nonprofits cannot do that still. I think many confuse means with ends. Engaging a certain number of students or hosting a certain number of events is not demonstrating impact.”

— Bing Chen, Digital Media Entrepreneur, Investor, Cofounder of Gold House, sparks & honey Advisory Board Member

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ACT LIKE A STARTUP

Giving organizations that embrace a startup mentality to envision, test, and scale ideas will be ready to sync with the values and expectations of the next generation.



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DATA PHILANTHROPY

Data is the new currency of giving that both big and small donors alike can offer as charitable donations, along with their time and talents.

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Collective good comes from sharing and amplifying your results

NOW

Insular data

Brands and organizations do their best to use data to support their philanthropic goals.



FUTURE

Open up data for sharing

Organizations and brands will work toward using data and technologies to collaborate on a preferred future together.

ORGANIZATIONAL EFFECT

Combined and amplified

Giving becomes more powerful and transparent through strategies that share and amplify data for the collective good.

DATA IS A CURRENCY FOR GIVING

Data advancements are opening up new avenues for giving, where personal data from a device or through connected devices, like a thermostat in your home, can turn into a currency for donation. Offering your [social media or health data for a specific cause](#), such as suicide prevention, is possible through organizations such as OurDataHelps. Or donate data directly to researchers through apps like Bitmark. Research suggests that [people are willing to donate](#) their data, as long as it's for the benefit of public good or to advance science or a more sustainable way of living. Giving organizations, in turn, are learning to look at data in new ways, finding metrics to

measure success. It's still something many nonprofits struggle with, reveals the [Connecting Dollars to Outcomes](#) study: 80 percent of nonprofit leaders said measuring efficiency was key to their efforts, but only 46 percent felt that they had access to the right tools to do so. An openness to share that information is key to breaking down barriers that exist in data sharing, or not sharing, as the case may be. Organizations such as [OpenImpact](#) are working on connecting philanthropic capital to the best ideas, leaders and organizations, collaborating to make effective change.

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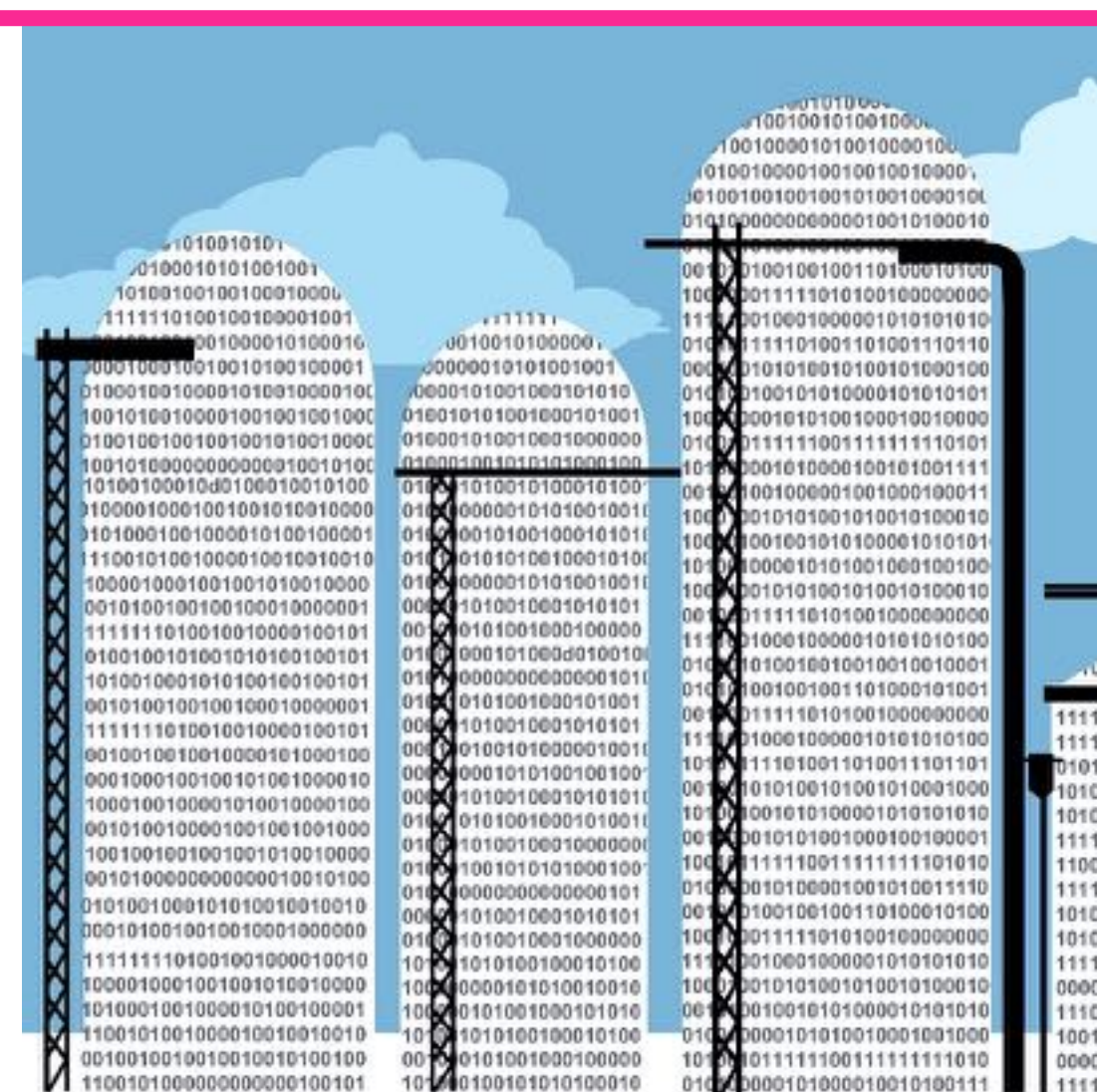
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27%

Data silos are among the largest operational challenges for nonprofits in connecting funds to outcomes

Source: Cision, ["Where Do Donations Go?"](#)



Data can do more when it's shared

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MOBILE DATA FOR GOOD

Telco Optus launched a campaign that lets its customers donate their mobile data to young people who can't afford it, bridging the digital divide for over 1.1 million poor, young Australian people.

Source: The Drum, ["Optus Allows People to Donate Data to the Less Fortunate"](#)



DONATE DATA TO ADVANCE SCIENCE

The ecobee smart thermostat allows users to donate their data to a program that helps scientists develop a more sustainable future, using anonymized data from hundreds of thousands of homes to better understand how energy is dispensed.

Source: [Ecobee](#)

Data to provide real evidence of giving



“Data is both a huge challenge and a huge opportunity. People would be far more likely to give if they could be confident that their money was going to be used well. But part of the problem is data is that too often the wrong things are being measured. Instead of the data that is easiest to collect, but may not tell us much of significance, we need to find ways to measure what really matters.”

— Matthew Bishop, Journalist, Author, Cofounder of Giving Tuesday, Philanthropy Expert

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Showing giving in data

Nonprofits are tapping into data to show the real value of contributions of givers, large and small

New Metrics in Giving Data

1

SROI

Social Return on Investment can help corporations look at their social impact in financial terms, and philanthropists, VCs, foundations and nonprofits can use it to monetize their social impact.

2

IMM

Calculating the Impact Multiple of Money allows for direct comparisons between investment opportunities to evaluate their positive impact.

3

QALY

Quality-adjusted life year is a measure of disease burden, including both the quality and the quantity of life lived.

4

NPS

Net Promoter Scores are typically known for being a customer satisfaction metric, but nonprofits are also using them to understand loyalty, retention and success.

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RETHINK YOUR SUCCESS METRICS

Don't be a data hoarder, share it for the collaborative good — with partners and organizations, and as a metric for future givers.



Take action on the future of giving

01 EXISTENTIAL RISKS TO HUMANITY

AI GIVING = REPRESENTATION

Philanthropies and for-profit organizations can give humans a voice in policy and design decisions that protect human rights in a world that embraces AI without pause.

COLLABORATE FOR SURVIVAL

Understand that motivations for giving are moving toward collective survival, demanding more sophisticated coordination among public- and private sectors, and new roles to identify and evaluate partners.

RESILIENCY BY DESIGN

The way we talk about climate change can engage or alienate giving. Supporting the development of resiliency measures unites everyone by focusing on imminent changes and adaptation.

02 YOUTH RISING

GET READY FOR GEN Z

Gen Z and Millennials are setting new standards for diversity, inclusion and more. Is your organization's giving DNA ready for Gen Z?

MOBILIZE VIRTUAL GIVING

Philanthropies must invest in reskilling talent to bring giving into the digital era, and for-profits must consider new ways to embed virtual giving into their core business.

VALUES INFLUENCE FUTURE GIVING

Future generations will care about new issues and they are likely to focus their giving on organizations that reflect their values.

03 DIMINISHING SOCIETAL TRUST

BE OPEN — ABOUT EVERYTHING

Embrace your core purpose with gusto and be open about it. Expect scrutiny, but help the outside ease their distrust with transparency, tools and partnerships.

SPACE FOR EVERY VOICE

Create systems for giving that consider even the smallest donations and donors, because it's those voices that are amplified together.

BE OPEN TO THE MANY MINDSETS OF GIVERS

Fragmented beliefs and values have surfaced new ways for people to support causes, ideas and organizations.

Take action on the future of giving

04 BRAND AS BENEFACTOR




SOCIAL IMPACT IS NOT OPTIONAL

CEOs and leaders are expected to take on a greater role in social impact – and their business depends on it.



BRAND PARTNERSHIPS TO EXPAND GIVING

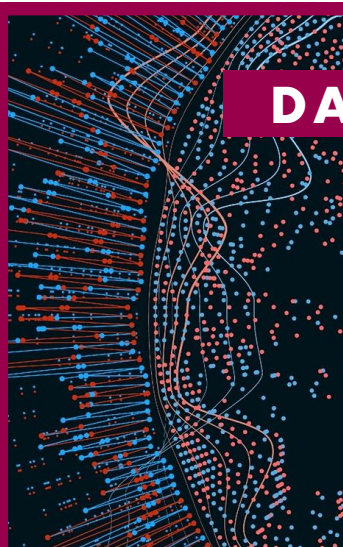
Brands and giving organizations can take on the best of one another, building a new model of partnerships for purpose.



ENCOURAGE EMPLOYEE ACTIVISM

Employees will take on their activist stripes, and it's up to organizations to support their efforts and build a positive giving environment from the inside out.

05 PRECISION FUNDING




DATA = TRANSPARENCY = MORE GIVING

The creative use of data, from results to user engagement, is the most important challenge to future-proof efforts of giving. This spans many other shifts covered in this report, from openness to values.



ACT LIKE A STARTUP

Giving organizations that embrace a startup mentality to envision, test, and scale ideas will be ready to sync with the values and expectations of the next generation.



RETHINK YOUR SUCCESS METRICS

Don't be a data hoarder, share it for the collaborative good — with partners and organizations, and as a metric for future givers.

THE POWER OF GIVING

Giving will play an extraordinary role in a world that is screaming for change. In this world, businesses and leaders that fall short of bringing giving into their DNA will be made obsolete. We've learned that giving is an individual, collective, and business responsibility and there is growing awareness that it is also part of being a citizen of this planet.

When we build a preferred future that aligns universal interests of every stakeholder in society, everyone stands to benefit. In this sense, the future of giving is intrinsically linked with the future of business and organizations of all kinds, not just philanthropies.

From existential risks that remind us of the urgency to give, to innovations in technology that make it easier for us to be part of a giving society, to the underlying shifts in human behaviors and new ways of thinking about activism, social impact and how we operate our businesses, the future of giving resonates in all of it.

It is time to upgrade how we engage each other on the act of giving and realign purpose and business models against the fundamentals that underpin the creation of a shared future.. The future of your organization depends on it. And so do we.

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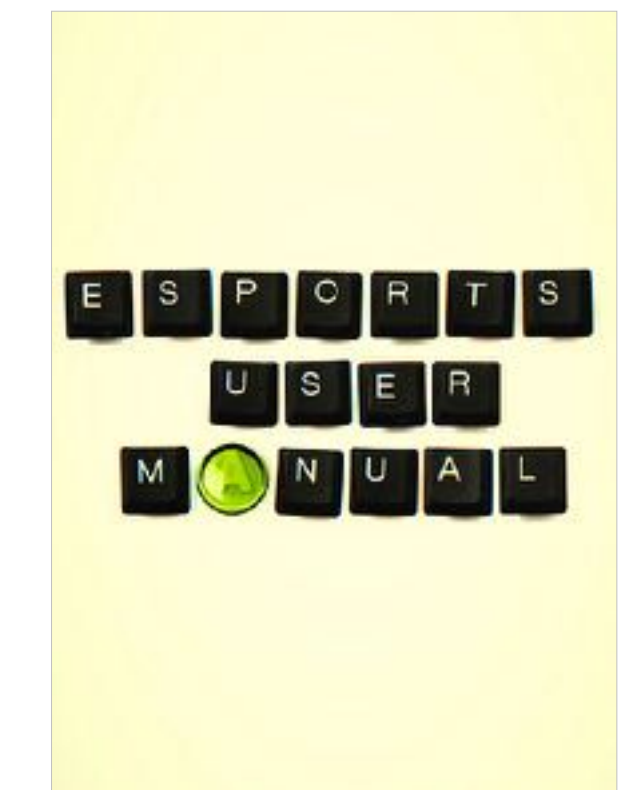
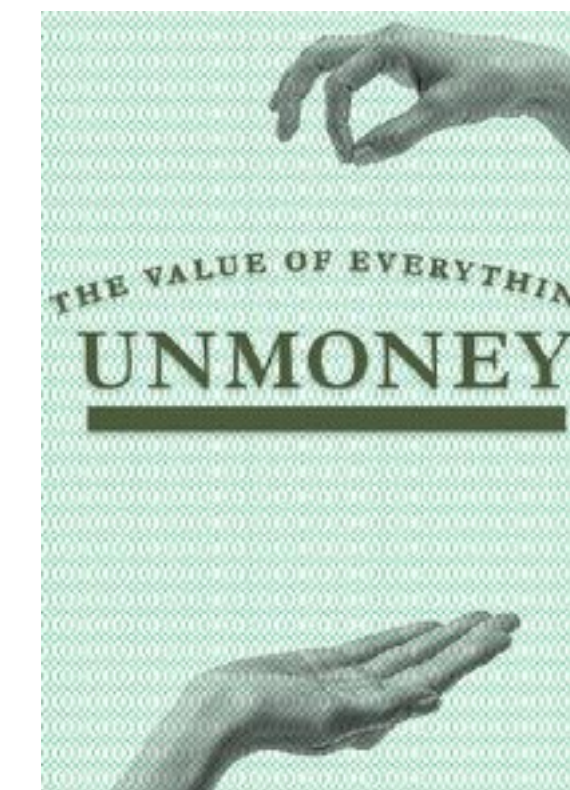
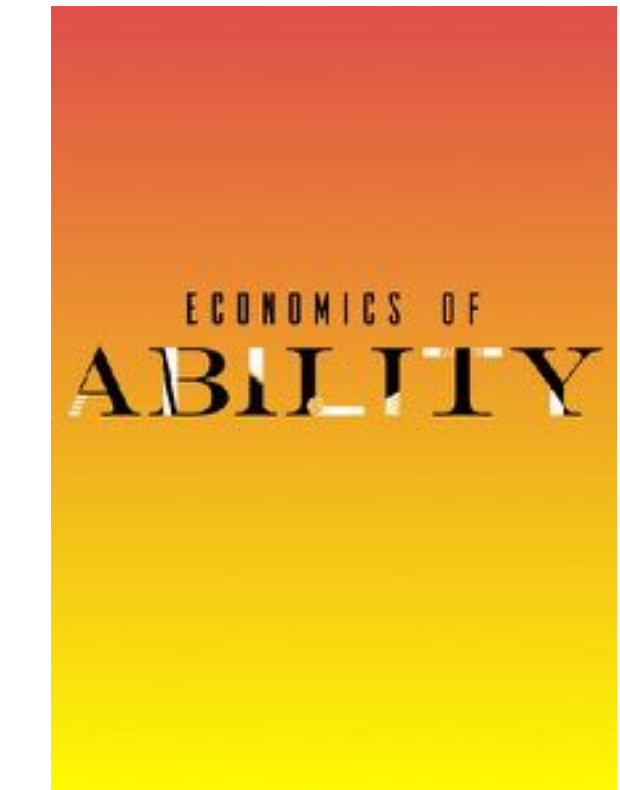
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